JOHN BULL, JANUARY 10, 1931
TWOPENCE.

JOHN BULL

OVER A MILLION SALE

No. 1282.
Vol. XLIX.

WILLS'S
'GOLD FLAKE'
CIGARETTES

They sell on Merit
and
Merit alone

B.W. 652

SMALL ADVERTISEMENTS WORTH WATCHING

PREPAID RATE: 9s. PER LINE AVERAGING SIX WORDS, MINIMUM CHARGE, 27s.

Advertisements must be received not later than Friday for the following Thursday's issue.

Address: The Advertisement Manager, "John Bull," 57-59, Long Acre, London, W.C.2.

FOR SMALL TRADERS, SHOPKEEPERS.

MAKE MORE MONEY. SELL Tablecloths, Towels, Silk Stockings, Overalls, Men's Socks, Ties, etc. A 1,000 Bargains. The oldest, Largest, Cheapest and Best Wholesale Firm. Write now for Catalogue B., Cochrane, Sons & Co., 2, Thomas St., M'chester.

60-PAGE wholesale Drapery Catlg.: also ABC Guide, direct from actual mfrs., free: read page 56 of "Seven Ways to Make a Living in Drapery." Example of our prices: Men's Shirts 18/11 doz., other bargains in stock.—Wolfson, 48, Thomas Street, Manchester.

FREE ILLUSTRATED LIST for Dealers and Beginners for keen lines in Drapery, Hosiery, Haberdashery (Wholesale only).—Levy Bros., Dept. R., 39, Houndsditch, London, E.C.3.

PROFITABLE GOODS TO SELL in your spare time; every kind; good profits 200-page Catalogue free.—MAY (173), George St., Birmingham.

AGENCIES, CLUBS.

EARN £2 to £5 weekly. Run Drapery Club amongst friends. No outlay. Parties and cat. free.—Carlisle Mills, Dept. 11, Birstall, Leeds.

WANTED BY JOHN NOBLE, LTD., ORGANISERS OF WEEKLY CLUBS. The IDEAL CLUB is the Talk of the Country! Big Commission, little trouble, no expense. Marvellous bargains in Fashions, Furniture, Footwear, Bedding, Outfitting, etc. The Ideal Club leads for value! Send P.C. NOW for new catalogue and particulars.—JOHN NOBLE, LTD. (Dept. A7), MANCHESTER.

CLUB AGENTS wanted. — Liberal comm. Household Bargains. WRITE FOR FREE CATALOGUE.—The Nova Trading Co., Ltd., 74, Villa Street, Birmingham.

AGENTS WANTED, 1/- Clubs, £2 clear commission on Footwear, Clothing, etc. Wholesale prices.—Write for Catalogues. We pay all expenses, Bolsom Bros., 157, Strand, W.C.2.

AGENTS.—Except'onal line Embossed Stationery (no dies required). Splendid repeat business. Samps. 6d.—Shaw & Son, 17, Crescent, B'gham.

MONEY can be earned by forming Birthday Clubs. Big Commission. Particulars and testimonials from The British Candy Co., Merthyr.

LOAN CLUBS.—Are you registered with THE LOAN CLUBS PROTECTION ASSOCIATION? Your members will call for registration. Protect your members and your own interests.—Write for particulars from the Secretary, L.C.P. Ass., 50/51, High Holborn, W.C.1.

EMPLOYMENT.

MOTOR DRIVERS. — COMMERCIAL and PRIVATE positions. The finest PRACTICAL training to standard R.A.C. Certificate at the lowest inclusive fee. Day or evening. FREE employment Dept. CALL (9-7) or write. THE BRITISH SCHOOL OF MOTORING, LTD., 5, COVENTRY ST., PICCADILLY CIRCUS, W.1. (Corner Rupert St., next Lyons' Corner House.)

BUY Ladies' Silk Stockings to sell to friends. 50 p.c. profit on our lines. Cat. & Silk Shade Card Free. Cheapest House in Trade. Nickson's, Mfrs., Broadway Chambers, London, W.6.

EARN £3—£6 WEEKLY as a Certificated book-keeper. Expert postal tuition at low fees. Success at Exams assured. Free Situations Bureau for students. Brochure, testis., prize scheme FREE on request.—City Correspondence College (D9), 23, Coleman Street, London, E.C.

POLICE FORCE.—Splendid pay and prospects. If over 5 ft. 8 in. and under 30, apply for free details of Entrance Exam. from B.T.I., 29b, Oxford Street, London.

LEARN Book-Keeping, Shorthand or Salesmanship and earn £3 to £8 wkly. Postal courses 10/- month. Booklet free.—London School of Commerce (D.35), 62, Oxford-st., London.

BUSINESS SERVICES, ETC.

"DO YOU ADVERTISE?" Advertisement inserted in 56 Provincial newspapers or London and Suburban, 7/10; Welsh, 3/6. Large or small Mail Order Campaign Experts. Advice free. Prospectus.—Central Press (Dept. 60), 323, High Holborn, London, W.C.1. 'Phone: Chancery 8113.

CHEAP Printing.—Billheads, Handbills, Cards, 2/6 1,000. Posters and other Cheap Printing. Samples free. Pearson's, Church Rd., Portsmouth.

PRINTING.—10,000 Handbills or Billheads at 3/3 per 1,000. Samples of printing for all traders with list of 900 prices sent for 2d. postage.—Mead & Son, Room 60, Sandy, Beds.

BARGAIN SALES.

WALLPAPERS DIRECT from 2½d. per roll. Send for patterns post free.—West Riding Wallpaper Co., 52, Trinity Street, Leeds.

KNITTING WOOL BUNDLES, 1½ lb. 5/6, for Socks, etc. White 3/4 Grey 3/10, Colours 3/11½ lb., post free. Patts., Wools, Serges, Tweeds, etc. Egerton Burnetts, W.B. Warehouse, Wellington, Som.

DANCE NOVELTIES, MONSTER PARCELS 10/- or £1. LISTS FREE. — NOVELTY STORES, MILE END ROAD, LONDON.

A1 NOVELTIES for Dances, Hats, Balloons, Mickey Mouse Novs., Mus. Inst., etc.—List J.B. 1933 free.—Dudley's, 451, Holloway Rd., N.7.

JANUARY SALE WOOLS.—Rug, 1/-, 1/6½ lb. Machine, Hand knittings, 1d., 1½d. oz. Silky 2½d. oz. 600 spls. Illustd. Rug Guide Free.—Scotia Wools, Ltd., New Bridge St., Newcastle-on-Tyne.

A MARVELLOUS COLLECTION, showing over 200 shades and designs in guaranteed dress and lingerie materials. All 36 inches wide, at 1/4 to 2/11 per yard. Patterns with full particulars from Fryce Wright, 75, Piccadilly, Manchester. Nobody making their own garments, etc., should miss these.

CARNIVAL Goods, Balloons, etc., dance organisers. Big bargain list sent gratis & post free.—"Uneedus," 70/72, Arundel St., Portsmouth.

BEDSIDE Luminous Watch on Stand, accurate timekeeper. Price 6/10. Satfn. gntd. Send today.—Mack & Co., Cross-in-Hand, Sussex.

CARNIVAL, Dance, Party, Hats, Balloons, Novelties, Wigs. List (J) FREE.—Becks British Carnival Novelties, Cross Street, London, N.1.

BABY BARGAIN LAYETTE.—We send complete Layette on receipt of first instalment 2/6 (Post 1/3), not merely a sample garment, 75 home-made garments 30/-, cash or terms. Prove the best—send for parcel on appro.—STURGESS, 190, Birchfield Road, Northampton.

REAL HARRIS TWEED, hand-made, 6/- yard. Patterns free. Mrs. C. Morrison, Dept. J.B., Leverburgh, Harris, N.B.

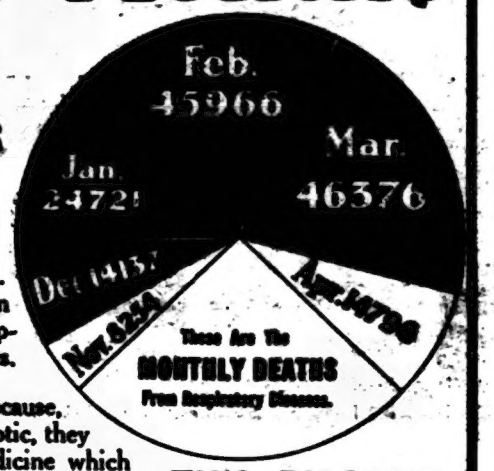
MUSICAL.

VIOLINS, Drummers' Outfits, Saxophones, Ukuleles, Trumpets, Gramophones, etc., from 5/- deposit, 2/6 weekly. Lists free.—Palmers, 151, Linthorpe Road, Middlesbrough.

GRAMOPHONES, Motors, Parts. Cat. Free. Cash or terms. Build £12 model for £2. Instructions 3d.—J. Burt, 185, High St., Deptford.

Danger Months

for Bronchials Throat & Lungs



THAT slight chill, inflamed throat, or recurring cough cannot safely be ignored. To save yourself and family from lung perils, keep handy a supply of Peps breathe-able tablets.

Peps are most efficacious because, besides being agreeably antiseptic, they give off a valuable air-like medicine which can pass with the breath down the throat and bronchials into the lungs, where liquid mixtures cannot penetrate. Peps are guaranteed free from laudanum, chloral or similar harmful drugs.

The Peps fumes are wonderfully soothing, healing, and protective to the air-passages. They allay throat inflammation and bronchitis, cut the phlegm and stop wheeziness.

Take Peps regularly, and secure for your throat and lungs efficient protection against the perils of infection and bad weather during the dangerous time ahead.

THIS DIAGRAM *is based on the Registrar-General's latest return for England and Wales. It covers six "assessable" diseases of the respiratory organs, viz.: Bronchitis, Asthma, Pleurisy, Pneumonia, Laryngitis, and Influenza. The death-rate from these rose steadily from 8,355 in October to 14,137 in December. Then in January it reached 24,721; in February and March, when the epidemics were prevalent, the death totals rose to 45,966 and 46,376 respectively. In April, 14,796. The total death roll from throat, chest, and lung diseases (excluding tuberculosis) in the last 12 months was 198,612, and of those 117,063 (or more than half) occurred in the danger months—December, January, February, and March.*

Be Prepared To-Day With

PEPS

BRAND

Breathe-able Tablets

1/3 & 3/- box. Of all Chemists.

No proprietary right is claimed in the method of manufacture or the formula.

GLASS TULIPS!—Set of 10 with ten leaves 3/6, post free. Send Stamp for bargain list of Necklets, Toys and Fancy Goods.—KAY, 77, Lower Thames St., London, E.C.3.

WOOL Sale, 1d., 1½d., 2½d. oz. Silky 2½d. oz. 6-p'y. 1/-. Cable, 1/11½ lb. Samples Free. Newcastle Wools (Dept. 71), 160, New Bridge St., Newcastle-on-Tyne.

READERS' attention is drawn to the BARRY TAILORING advt. on page 12. Free patterns can be obtained on receipt of a postcard.

DRESS.

BABY'S BETTER QUALITY LAYETTE, 20/-. 75 modern home-made garments. Silk and Wool Shawl, Robes, Day Gowns, Flannels, Terry Napkins, Vests, Barras, Wool Coats, Nighties, etc. Gntd. unequalled Bargain. Over 3,000 true testimonials received. Prove the best by sending 2/-, for parcel on appro., then judge yourself. A Mother 16 years' experience.—Mrs. J. Howard, 66, Dover Road, Portsmouth. (Cash or Terms.)

PIANO-Accordians, Banjos, Violins, supplied first payment. 60/- secures our super Alto-Saxophone Outfit. J. Henry's, Manchester St., Liverpool.

PIANO-ACCORDIANS, Banjos, Concertinas, Cramos. Write terms and illus. cat.—Barretts, (Pawnbrokers), Dept. D., 91, Cumberwell Rd., S.E.5

MARKETING BY POST.

TEA.—Buy direct. Save middlemen's profit. Indian and Ceylon blended. Empire blend, 4 lb. 5/-, 10 lb. 12/-. Standard blend, 4 lb. 6/-, 10 lb. 13/-. No. 1 dust, 7 lb. 8/-, 10 lb. 7/. Special dust, 7 lb. 6/-, 10 lb. 6/-. All carriage paid.—Poulter & Co., Dane Place, Bow, E.3.

A HAPPY NEW YEAR IS ASSURED TO ALL WHO PURCHASE OUR FAMOUS TEAS. 10 lb. 11/-, also 4 lb. 4/6, 4 lb. 5/6, 4 lb. 6/3, 4 lb. 8/-, all carr. paid.—PORTWAY TEA CO., 72, Portway, London, E.15.

GARDENING.

DOBBIE'S 1931 Catalogue and (Gardening) Guide, 124 pages, 246 illustrations, free to all readers, if this paper is mentioned.—DOBBIE & CO., LTD., The King's Seedsmen, Ed.nburgh.

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand Worm Tablets are a Specialist's Positive and Permanent Cure. They cure most violent cases by calmly removing the very cause of the worm's existence. No fasting, no dieting, no interference with daily habits. Send 1/6 for generous supply, or 1½d. stamp for Free Pamphlet.—Ridyard Tablet Co., 34-38, Codnor, Derby.

DON'T WEAR A TRUSS. Use Brooks Rupture Appliance. New Discovery. Wonderful; no lumpy pads, no springs; durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.— Address, Brooks Appliance Co., Ltd., 403T, 80, Chancery Lane, London, W.C.2.

HOW TO STOP SMOKING.—Genuine remedy proved by testimonials.—Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

BLADDER Weakness, Kidney Troubles, etc., cured by Parker's Field Remedy. 1/3, 3/-. Boots', etc., or Parker's Remedy, Ltd., Liverpool. Spl. 3d.

CATARRH.—I cured myself completely. Head Noises, Nose Stuffiness, Catarrhal Deafness, Spitting Phlegm, etc. Will gladly tell sufferers by letter how to overcome this dangerous disease, simply, quickly, permanently.—F. ROBINSON, Suite 3D, Tranberg House, Valley, Brisbane, Australia.

CHILBLAINS Cured.—Why suffer intolerable itching and burning soreness of Chilblains? CHILLILINE reduces swellings & prevents bursting. Chemists, 1/3 tube, or post free 1/5, from O'boyne B. & C., Dept. W., 43a, Hampstead Rd., London.

CROUP.—Vapo-Cresolene allays irritation, quickly relieves spasmodic cough and difficulty in breathing.—Write for Free Booklet No. 49 to Allen & Hanburys, Ltd., London, E.C.2.

NERVOUSNESS. A remarkable book on genuine cure of Self-consciousness, Blushing, Depression, Weak Nerves, Insomnia, Morbid Fears, etc. (recommended by Editor of "Health and Efficiency"), sent privately for 3d. only.—Henry Rivers (J.B.77), 60, Lamb's Conduit St., W.C.1.

FREE.—Send for the free 40-page book offered in the DR. HAIR advt. on page 22. Simply fill in the coupon and post it in an unsealed envelope bearing ½d. stamp. Send for this at once. It has changed thousands from suffering to health and happiness.

£25 CASH Prize Competition. Turn to the "NOSTROLINE" advt. on page 32.

WANTED TO PURCHASE.

BEST prices paid for Jewellery, Diamonds, Platinum, Old Gold and Silver, Antiques, Dental Plates (not Vulcanite). Valuable Property, etc. Nothing too large nor too small. Cash per return.—Bentley & Co., 10, Woodstock St., London, W.1.

ANY kind o'd go'd, silver, jewellery, diamonds, old false teeth, platinum scrap, bought. Highest cash by return.—Bell's, Upperhead Road, Leeds.

MISCELLANEOUS.

RATS and mice are attracted by RODINE. They eat it greedily, die instantly, leave no smell. Never fails. Utter extermination assured. All chemists, 7½d. and 1/3. Post 3d. extra, or direct from Rodine Works, Perth.

DUKE'S CRYSTALLISED JELLIED ALMONDS. DELICIOUS NEW DRY VARIETY. ALL SWEET SHOPS.

HEALTH FIRST.—Unique, Instructive, Health Adviser. Illustrated. 96 pages. Prices 2/-.—Publisher, 144, London Rd., Leicester.

READERS will note from the QUAKER OATS advt. on page 21 that the prices have been reduced to 4d. and 8½d. per packet. Lower priced necessities, especially food, enable housewives with meagre incomes to get more value for every £ they spend.

SEND 2d. in stamps for sample box of PRICE'S NIGHT LIGHTS to Price's Patent Candle Co., Ltd., Dept. J.B.C.1, London, S.W.11.

AMBITIOUS READERS should not overlook the I.C.S. advt. on page 21 and the METROPOLITAN COLLEGE advt. on page 33. Free booklets are offered in both cases.

FREE.—A de luxe Beauty Outfit will be sent to every reader who participates in the free Competition offered by POUDRE TOKALON in the advt. on page 29. Fill in your answer and send the coupon in the advt. before Jan. 20, accompanied by 6d. in stamps to cover postage, packing, etc., of the free Beauty Outfit.

FREE.—Fill in the coupon in the B.D.V. advt. on page 10 and receive a copy of the amazing B.D.V. Gift Book, showing the astounding coupon values to enable readers to get their gifts quickly. A Wireless Set is offered in the advt. for 5/6 coupons.

THAT SHED YOU NEED!

From 6/5 Per Month Refd. 1st Payment

For storing Coal, Cycles, Frames, Household Goods, etc. Prompt despatch. Carriage Paid to your station in 6 strong, easily erected sections. 5/8-in. planed, moulded, rebated weather boards. Roofing Felt supplied. Floors extra.

Long	Wide	High	Cash	or 6 Payments of	or 12
6ft. x	4ft. x	6ft.	£2. 9. 6	12/3	6/5
7ft. x	6ft. x	6ft.	£4. 18. 0	17/3	9/-
8ft. x	6ft. x	6ft.	£5. 7. 6	18/10	9/11
9ft. x	6ft. x	7ft.	£6. 11. 0	22/11	12/1
10ft. x	7ft. x	7ft.	£7. 10. 0	26/5	13/9

BIG CATALOGUE OF PORTABLE BUILDINGS FREE

J. & H. SUTCLIFFE LTD., 82, Wood Top, Shaw Bridge, Yeadon, London Showrooms, 46-48, Gilbert St.

JOHN BULL'S SHOP WINDOW

JOHN BULL'S Shop Window brings a Bargain Store to Your Door. Study each offer carefully. Write your name and address clearly. Send money and notes by registered post. Always mention JOHN BULL.

You can send your money to these advertisers as safely as purchasing across a shop counter, for every article is sold under JOHN BULL'S famous guarantee of absolute Satisfaction or Money Back in full.

MORE GUARANTEED BARGAINS APPEAR ON PAGE 12

IMPERIAL BABY CARS

THIS MODEL 1/6 A WEEK

This PRAM YOURS for 5/9 1st payment of and then only eleven monthly payments of 5/9 each. Supplied all complete with storm apron with storm flap, washable leather cloth hood, celluloid covered hood joints, 4 mudguards, cycle spoke wheels, white ribbed cushion tyres, safety brake. Sent ON APPROVAL. Carriage Paid. ILLUSTRATED CATALOGUE FREE. SEE WHAT YOU SAVE. Other models with SORBO EVERLASTING TYRES and Ball Bearing Wheels. WRITE NOW!

DIRECT FROM FACTORY SAVE MONEY

IMPERIAL BABY CARS (Dept. E.) 212-216, Pentonville Road, King's Cross, London, N.1.

BABY'S PRAM FROM 1/6 PER WEEK

During our Sale we are offering a number of GENUINE DAINTICARS at about half the price usually charged.

THIS MODEL 49/6

Other Models to suit all purses for cash, or from 5/9 monthly.

Prompt delivery.

Carriage Paid.

Don't buy any Pram until you have seen our Sale Catalogue. Sent Post Free.

VICTORIA CYCLE & CARRIAGE CO., Dept. P3A, 11, Victoria St., Westminster, S.W.1.

FULL LENGTH BED CHAIR 2/6 with SPRING SEATS

ONLY secures delivery of this full-length Bed-Chair with spring seats, and 12 weekly payments of 2/6 complete purchase. Solid oak frames polished rich nut brown, 3 velvet cord cushions, any colour, 2 seat cushions, reversible. Our Patent spring seats ensure comfort with permanent springing. Carriage Free England. Postal Orders only. Cash Price 30/-.

Send for new Coloured List B.

NORTH BUCKS TRADING CO., LTD., 82, Shaftesbury Avenue, Piccadilly Circus, W.1.

Biggest Value IN FLOOR COVERING

NOTE NEW LOW PRICES 90 SQ. FT. for 15/-

DAMP and ROT PROOF specially suited for damp stone or wood floors. Lies flat without fixing.

PAROLEUM (all rolls 2 yards wide.)

Many pretty patterns to choose from.

SEND FOR FREE SAMPLES

J. B. ANDREWS & SONS, Sutherland Square, Walworth Road, LONDON, S.E.17

LUCKY BIRTH-STONE RING

WITH YOUR LUCK LEGEND

No. 1	GARNET	for JAN.	
,, 2	AMETHYST	,, FEB.	
,, 3	BLOOD	,, MAR.	
,, 4	SAPPHIRE	,, APL.	
,, 5	EMERALD	,, MAY	
,, 6	AGATE	,, JUNE	
,, 7	RUBY	,, JULY	
,, 8	DIAMOND	,, AUG.	
,, 9	CHRYSOLITE	,, SEPT.	
,, 10	OPAL	,, OCT.	
,, 11	TOPAZ	,, NOV.	
,, 12	TURQUOISE	,, DEC.	

1/6 POST FREE

Very dainty high-grade Lady's Ring with your own Lucky Stone, perfect in cut, colour and brilliance. Keeps its colour. Guaranteed 5 years. Adjustable to fit any size finger. Wonderful Bargain, just to introduce our list. State birth-month number for stone required. Price 1/6, or in Plush-lined Presentation Case, 2d. extra. Send NOW P.O. or Stamps.

Wm. PENN & CO. (Dept. 29), 682, HOLLOWAY ROAD, LONDON, N.19

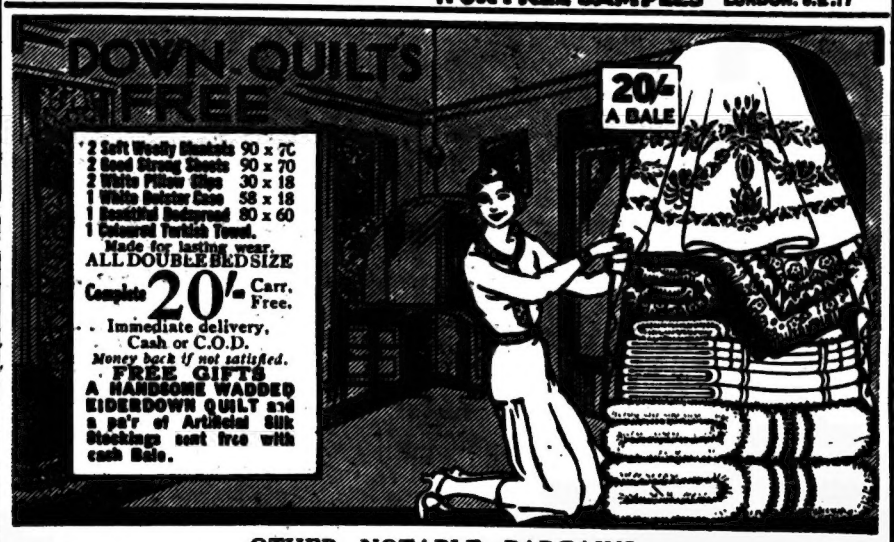
(THREE-STONE NECKLET TO MATCH, 2/6.)

THE ALWAYS-READY CLOTHES-LINE 2/6

Ideal for indoor drying. Fitted best cotton cord adjustable to any length. Winds back out of sight after use into strong enamelled metal case—always tidy, clean and ready when wanted. Complete with screws and hooks for easy instant fitting. 2/6 (post 4d.). Two for 5/-, Post Free.

Wm. PENN (Dept. A.J.) 682, Holloway Road, London, N.19.

DOWN QUILTS FREE



2 Soft Woolly Blankets 90 x 70
2 Good Strong Sheets 90 x 70
2 White Pillow Slips 30 x 18
1 White Bolster Case 58 x 18
1 Beautiful Bedspread 80 x 60
1 Coloured Turkish Towel.

Made for lasting wear.

ALL DOUBLE BED SIZE

Complete 20/- Carr. Free.

Immediate delivery, Cash or C.O.D.

Money back if not satisfied.

FREE GIFTS A HANDSOME WADDED EIDERDOWN QUILT and a pair of Artificial Silk Stockings sent free with cash Sale.

THE WORLD'S GREATEST WIRELESS BARGAIN

OVER 20 STATIONS RECEIVED ON TEST

Complete with Osram or Marconi Valves. In polished oak Cabinet 9½ x 7½ x 6½ins. Price 47/6 or with 3 Valves, 100 Volt H.T., 1 L.T. Battery, 1 Oak Cabinet Speaker, 1 Grid Bias Battery. CASH PRICE 79/6 or 12 Monthly Payments of 7/6.

3 VALVE SET COMPLETE. CASH PRICE £5-10-0 Or 12 monthly payments of 10/-

GAMAGES, HOLBORN, E.C.1. *Also at 107, Cheapside, E.C.2*

The "LIMIT" RUG-MAKER

FOR MAKING RUGS ON ANY SEWING MACHINE (hand or treadle). A full-size hearthrug made in a few hours better and stronger than with any other apparatus, also wool is not wasted on back of foundation. Uses any wool or long strips of cloth. Speedily makes any size rug or mat. With devices for long, short or medium pile. No adjustment to sewing machine is required. With very simple illustrated directions.

Price 2/- (POST 9d.).

Wm. PENN (Dept. J.), 682, Holloway Road, London, N.19.

OTHER NOTABLE BARGAINS

TOWELS. White Turkish Towels, thick, soft and absorbent .. .. 21 x 42 8/6 per ½ doz.; 22 x 48 10/- per ½ doz.

Coloured Turkish Towels, fawn ground, striped .. 22 x 42 8/- per ½ doz.; 22 x 48 9/6 per ½ doz.

TABLE LINEN. White Damask Table Cloth, assorted designs, with borders to match 56 x 56 10/- for three cloths

Linen-finished Serviettes, bordered designs .. .. 20 x 20 5/9 per ½ doz.; 24 x 24 8/6 per ½ doz.

This is a wonderful opportunity of replenishing your house linen at stocktaking bargain prices. Order to-day and your parcel will be sent by return. Money refunded in full if not satisfied.

STANDARD SHEET CO.

Dept. 6.E, 185, Princess Street, MANCHESTER.

8/6 TYRES for 4/3

We want every cyclist to try our New 1930 "Exo" UNPUNCTURABLE Cycle Tyre, and for the time being we are prepared to supply at HALF-PRICE. Sold everywhere at 8/6. Fitted with unique Puncture Shield—the only shield which does not "slow" the speed. No more roadside delays—no more money patching.

GUARANTEED FOR 2 YEARS.

Thousands sold—thousands delighted. Thousands of testimonials. Price 4/3. Post 9d. Two 9/- post paid. State size. MONEY BACK TERMS. Send for FREE catalogue of Cycles, Accessories, Novelties, etc.

TRADE ENQUIRIES INVITED. DEPT 89

MOORHOUSES. PADIHAM. LANCS

AMAZING EASY TERMS

5/-

FREE GOLD TIE PIN of special make and design. Given absolutely FREE with every order.

ONLY 1/- DOWN

Brings this handsome Watch direct to you. Gent.'s Solid Nickel Silver Chromium non-tarnishable mirror finished Eyeless Wrist Watch. Solid leather hand-sewn strap, fitted with the New 1931 "Magno" super high-grade resistance movement. Proof against extreme climatic variations, absolutely dependable action. Sunray silvered dial. Exactly as illustrated. Every watch covered by our ten years' written guarantee. Send to-day and secure your FREE GIFT. Reduced manufacturing costs enable us to offer this watch at the amazing price of 35/- instead of 3 Guineas. Yours for 1/- down, on receipt of watch 2/-, and 1/- every week until 35/- is paid. Cash with order or C.O.D. 32/6 only. Illustrated folder sent free. Write to-day to:—

ROBERTS & CO., Jewellers and Silversmiths (Dept. J.B.P.), 97, New Oxford Street, London, W.C.1.

THORNS' GARDEN SHEDS

A Novice can erect, 6 Sections to bolt together. ⅝ in. weatherboards. Planed Framing, Roofing Felt. Useful for storage Cycles, Workshops, etc. Prompt Dispatch. Span roof type, as left illustration.

Long.	Wide.	High.	Cash Price.	6 payments or 12
6ft.	4ft.	6½ft.	£2 . 0 . 0.	of 11/11 or 6/6
8ft.	5ft.	6½ft.	£4 . 12 . 6.	of 16/6 or 8/7
9ft.	6ft.	7½ft.	£6 . 14 . 6.	of 22/7 or 12/4
10ft.	7ft.	8ft.	£7 . 9 . 0.	of 26/1 or 13/6

Carr. Paid. Send for Free Book No. 66. Many sizes & designs.

J. THORN & SONS (BOX 66), BRAMPTON RD., BEXLEYHEATH, KENT.

AUTOMATIC STROPPING MACHINE

2/-

Trade enquiries invited

MODEL "A" FOR GILLETTE TYPE. MODEL "B" FOR EVER-READY.

Accurately sharpens both edges at once. Simple, quick, perfect action. Highly nickel plated, fitted best leather strop. Saves you pounds and quickly pays for itself, as one blade definitely lasts for months, giving far easier shaves. No skill required. As sold at 7/6.

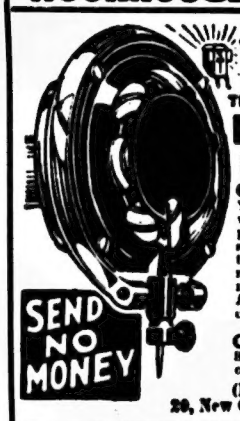
BARGAIN PRICE 2/- (post 4d.)

Tube of best Razor Paste for use on strop 6d. extra.

PENN'S HIGH-GRADE GILLETTE TYPE BLADES. 1/- per PACKET of 10.

Send NOW P.O., stating model (A or B) required to:—

Wm. PENN (Dept. J.B.), 682, Holloway Road, London, N.19.



TRY THE WONDERFUL

LOUDSPEAKER SOUNDBOX

ON YOUR GRAMOPHONE

You can transform the cheapest, weakest instrument into a powerfully amplified and super-sweet-toned Gramophone, equal to the most expensive cabinet model. Amazing results. Send no money. Send postcard only. Approved customers pay after receiving soundbox.

2/- weekly (11/- in all). OR 10/- CASH DOWN

State whether soundbox fits in or slips over the tone-arm.

(F.) HAND & CO., 29, New Oxford St., London, W.C.1.

ONE WEEK ONLY!

20/- free To advertise this complete bale for 20/-

2 Woolly Blankets 90 x 70
2 Bolton Sheets, 90 x 70
2 Pillow Slips, 30 x 18
1 Bolster Case, 58 x 18
1 Lovely hand painted Bedspread 80 x 60

All double bed size.

We are giving free of cost a 66 by 66 beautiful wadded

DOWN QUILT

Cash or C.O.D. Carriage Free.

If cash sent with order, we will also include pair of Artificial Silk Stockings.

Money back if not satisfied.

MANCHESTER TEXTILE CO. Dept. B.A. 116, Grosvenor St., MANCHESTER.

SENSATIONAL! RADIO!

Write for lists

The "MIRACLE VICTORY" is marvellous. Simple to operate, yet gives enormous range of stations at full strength, with superb tone. Handsome cabinet, with artistic panel in oxidised silver colour, and magnificent Cabinet Cone Speaker. SOLD AT FACTORY PRICES, complete with Cossor Valves, etc., ready to switch on, from 5/6 down. SEND COUPON in 1d. stamped unsealed envelope to:

The World's Wireless Stores, Wallington, Surrey

Please send me FREE ART PLATES of "Miracle" Sets.

NAME .....

ADDRESS .....

..... J.B.

Write in CAPITAL Letters, using a pencil.

The MIRACLE VICTORY FROM 5/6 DOWN

HIDE GAUNTLETS

Overall length 18 inches

Of pliable nut-brown stout hide, specially treated to render absolutely waterproof.

Cut in one piece, fingers gusseted and linen lining. These splendid Gloves are well-nigh indestructible and will give endless wear. Postage 6d. 3/11

Money-back Guarantee.

Take advantage of these surplus Government Military Gauntlet Glove s now, as they are an absolute bargain and undoubtedly cost treble our price to produce.

Full Men's size only.

NUTTALL, 1, GOODMAYES, ILFORD

THE POPULAR

EDISON BELL Records

FREE TO SMOKERS OF BLACK CAT

FOUR POPULAR TITLES

5176	THERE'S A GOOD TIME COMING	Comedy Fox-trot	Butler Wallace
	One Night Alone with You	Fox-trot	Green' haigh, Jeffrey
5175	"SALLY" (Selection from the Sound Film) —in 2 parts		Paramount Rhythm Boys (with Vocal Choruses)
5163	DANCING WITH TEARS IN MY EYES	Waltz Song	Al. Dubin J. Burke Terence O'Neill (with Orchestral Accompaniment)
	Falling in Love Again		From Sound Film "The Blue Angel"
5168	MIKADO (Selection in 2 parts)	BAND OF H.M. SCOTS GUARDS Lieut. H. Dowell Conductor	Sullivan

Send for list of over 250 titles

EDISON BELL RECORDS
10-inch double-sided.
Electrically recorded.

FREE FOR

60 RED OR GREEN COUPONS

= 12 PACKETS OF TWENTY BLACK CAT RED BAND CIGARETTES

Here is another *quality* FREE GIFT for smokers of Black Cat—the *quality* cigarette. You can always smoke Black Cat with the assurance that the high standard of quality never varies.

Many other fine Gifts are shown in the New Gift List.

Black Cat
RED BAND

100% PURE VIRGINIA

Quality CIGARETTES

5 FULL VALUE COUPONS IN EVERY PACKET OF

20 for 1/-

No. 18

IF YOU WANT THE EXTRA LARGE CIGARETTE—ASK FOR BLACK CAT GREEN BAND

JOHN BULL.
93, Long Acre, London, W.C.2.
Telephone: Temple Bar 2468.
Telegrams: Hedgcally, London.

JOHN BULL

For the People— *—the Right to Justice and Truth*

THURSDAY,
for Week ending Saturday, Jan. 10, 1931. Twopence. *Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, 1d.; all other parts of the world, 1½d.*

"If you see it in 'John Bull,' it is so"

Britain's World-Wide Wonder-Babies

WE have never been a friend of the motor horse-power tax. It has shut every road outside Britain to our heavier cars, through the Americans being able to fit their models with far more powerful engines.

But this tax has none the less inspired, fathered and fostered our midget-car product, and this unique vehicle is now sweeping the world.

* * *

One British firm manufacturing in America, is selling thousands in that country, and in 1931 we shall send a huge consignment to Belgium.

During the past seven months we have sold another 400 or so to Africa. Other large markets are now responding.

So this ill-wind from the Treasury has blown great good.

Your little bill

Mr. Snowden is preparing to budget for £70,000,000 more than he anticipated in his last Budget speech.

Unforeseen calls on the unemployment fund will cost the Treasury £20,000,000 or £30,000,000 before next April.

Falls in Treasury receipts have been heavy; stamp duties are £8,000,000 down; income-tax and surtax unpaid arrears amount to £10,000,000; Customs are £5,000,000 below expectations, with a heavy general reduction of revenue in 1931-32, as aftermath of the present depression—that is the problem before Mr. Snowden.

He hopes to make the Land Values Taxation Act effective in time to meet part of his bill, and further benefit will accrue from his successful Conversion Loan.

A bald wing

If the Conservative Party decides once more to support Sir John Simon at the next election, there will be a move on the part of a score of other members of his Party to seek a similar privilege from Mr. Baldwin.

The bargain will demand that general support is accorded to the Conservative leader, which Sir John himself is quite prepared to give.

Needless to add, the success of this plan will depend on Mr. Lloyd George. If he decides to run candidates against this wing many of its brightest feathers will drop out.

Mosley moves

The last has not been heard of the Mosley memoranda. There have been goings and comings of eminent politicians of all Parties, and prominent industrialists.

These conferences are likely to be pursued on strictly non-Party lines, but we doubt if anything tangible will result.

It is understood that Lord Melchett was an interested party, but that the conferences will continue.

Showing the blue ensign

The 42,500-ton liner *Empress of Britain*, launched by the Prince of Wales in June last, will tour the world at the end of the year.

She will visit eighty-one ports in twenty-three countries, and will be the largest and fastest liner that has ever undertaken such an extensive trip.

For three years thousands of Clyde workers have been employed on this vessel, which will enter the Atlantic service this spring under the command of Captain R. G. Latta.

Air mail will leave her decks a thousand miles this side of Montreal. Truly an Empress of Britain!

O'Grady again

Now that the Australian Governor-General is appointed by the King directly on the advice of the Australians, the British Government will shortly be represented "down under" by a High Commissioner.

In line for the job

Don't be surprised if the job goes to Sir James O'Grady, who was made Governor of Tasmania in 1924 by Mr. MacDonald's first Labour Government, and has just completed his second term in that office. He is well in line for the new appointment.

Sir James is at present in Sydney, where Mr. Lang, the New South Wales Premier, is having difficulty over the abolition of the Second Chamber.

Incidentally, Australia, in these critical times, could well afford to dispense with a few governing bodies, for in six States with a combined population of just over six millions, there are eleven legislative chambers in addition to two Federal Houses.

Giving us the air

France, like Holland, is doing her utmost to increase her air-line network abroad.

This month a subsidised organisation, called the Compagnie Air-Orient, will begin to forge the first links for a service between France and China and Japan.

France, of course, has great commercial interests in the East. But so have we. Yet we are doing nothing to start a British air line to this part of the Orient.

Our persistent neglect in this direction will cost us dear in commercial profit and Imperial prestige.

Back to the land

In spite of Mr. Snowden's threats of drastic legislation, many great industrialists are investing their fortunes in land.

There are many reasons for this.

Jack-in-the-Box Mosley—
Land or Landlord?

The price of land now is low, but improving transport facilities are enlarging in the metropolitan zone and adding to site values.

Profits are large because, in spite of depressed times, there is a steady demand for new factories.

He sold it to Henry Ford

Lord Cowdray is one of latest landlords to benefit. He sold the huge Dagenham site to Henry Ford. Now the Detroit magnate seeks a further 300 acres for a garden city to house his employees.

If there is no money for the farmer there is still plenty for the landlord.

Now they know

The Sheffield industrial trade mission to South America has had its eyes opened to the big potentialities for British trade there.

Crass ignorance as to sales methods, neglect of markets, lack of enterprise on the part of British manufacturers, will be some of the strictures passed when the report is presented.

The mission has brought back 400 samples of non-British-made goods, which could have been catered for by firms in this country.

Praise for the quality of British goods was expressed everywhere, but they were not presented.

The Prince of Wales is right!

Candour for canners

Canners complained at the Imperial Fruit Show conference that they could have dealt profitably with thousands of tons more fruit this year had it been offered to them in the right quantity and variety.

Against this complaint must be placed the result of the National Farmers' Union enquiry among fruit-growers.

This discloses that 202 growers left unpicked 357 tons of blackcurrants, 106 growers wasted 451 tons of gooseberries, and seventy-three growers left 121 tons of raspberries on the canes.

Here surely is a case where co-operation should be easy and mutual profit assured. What has Mr. Addison to say about it?

Disturbing dates

League of Nations sub-committees, representing every country in the League, have now reported in favour of a stable international calendar.

Its form, however, is not decided.

United States, Japan, France and Canada are in favour of a thirteen-month year of twenty-eight days each. Germany and some other countries favour a year of equal quarters, each having two thirty-day months and one of thirty-one days.

International bodies like the Railways Conference and the Postal Union support the thirteen-months plan. Orthodox Jews in most countries are against any change.

Wanted, a duster

Dockworkers at Hull and elsewhere have been refusing to "work" Russian wheat on account of the dust and dirt it contained.

* * *

Gangs employed on three steamers at Hull were so choked that they had to use respirators.

They "struck" for more pay, and now the joint working committee of the port is arbitrating for this increase.

Russia has no modern machinery for cleaning wheat before shipment.

Seems like a job for British engineers.

Dance, little lady!

While there is much talk of the fabulous salaries paid to the stars of the theatrical profession, little is heard of the rewards of those who tread its mundane paths.

Some of the dancing girls are paid a scandalous wage. A common practice is for them to "live in," and in such cases the salary is as little as 7s. a week

Moreover, "living in" means that they are huddled together, often as many as six in a room, in some back street of a provincial town, and fed on the cheapest possible scale.

The lure of the footlights!

Very much obliged

Throughout the United States bank rates are down to 2 per cent. That means 1 per cent. for investors on their deposits.

Yet by their agreement with Mr. Baldwin the Yankee bankers are getting 3½ per cent. on the money they lent to us. And after 1932 we shall have to pay 4 per cent.

The New World must agree with the Old that we are its financial fool. Any Party that will promise to revise the debt settlements deserves to win the next election.

Sunday kinemas

The situation with regard to the Sunday opening of kinemas is becoming increasingly interesting in view of the number of claims which are being made against the proprietors of kinemas all over the country by "common informers" under the Sunday Observance Act.

It would reveal the absurdities of this antediluvian Act if the kinema interests put up a "common informer" to claim the penalties under that Act against all the churches in England which charge pew-rents.

* * *

After all, this is exactly what the kinema does. The kinema does not charge for admission. It charges for the occupation of a seat, and in the same way most Church of England churches charge their patrons for the use of a pew.

A piquant point of view, well worth the exploring.

"If You See It—"—continued

Church or Party?

The Prime Minister has been disturbed by the discovery that when Roman Catholic M.P.s in his Party were compelled to choose between standing by their Church or by him, they chose the Church.

They made this Church-or-Party choice in connection with the School Attendance Bill, and they have told the Premier that unless the Church's demands for more money for its schools are met, they will do their best to prevent the Bill from passing.

This is not the spirit of 1931.

A transport shock

The section of the Road Traffic Act which protects employees on heavy vehicles from the gross overwork which has become a scandal is now partly in operation, and will be gradually extended to different classes of vehicles during the next month or two.

* * *

A certain amount of give-and-take is necessary to secure a nice balance, which will not affect the rights of the workers on the one hand or hinder the development of traffic on the other.

It has come as a shock to many employers to discover that for this purpose they must co-operate, with the trade-union leaders, and some interesting discussions on the matter have taken place lately.

Tale of two pals

Thomas Steele, of Springfield, near Oldham, is a V.C., a hero of the 1st Seaforths. He has been unemployed for a long time.

Recently he and another were the final candidates for a job. Mention of the fact that he held the bronze cross would have won him the day. But he held his tongue—and lost the job. V.C.s are like that.

An old platoon pal, ex-Private Skelton, of Bury, Lancs, heard of his distress. He immediately inserted an advertisement in his local newspaper appealing for someone to give Steele work.

We hope he gets it. And we hope his pal Skelton never looks back.

Human hash

In the heart of London and in many big provincial cities recently victims of motor crashes have remained pinned under wreckage for the best part of an hour before they could be removed to hospital.

Two London smashes took place near important police-stations and in the vicinity of several large garages.

Yet two men lay in agony until a motor-crane and other apparatus of the London Fire Brigade were brought to release them.

All heavy motor-buses and lorries should be fitted with at least a jack, and more complete apparatus should be available at certain garages in each police area.

Machine-bred union

It is some time since we first prophesied that the increasing use of calculating-machines in banks would cause complications.

One effect has been to foster a keener interest in trade unionism amongst bank clerks, especially those of the senior school, who realise the menace of machines which can be manipulated by lower-paid workers without special knowledge.

During a recruiting week organised by the Bank Officers' Guild recently over 10,000 new members were enrolled. So more will yet be heard on this subject.

The old lag

The Home Secretary is about to set up a committee to investigate and report upon the problem of the habitual criminal.

The "old lag's" friend

More humane prison methods are proving effective in dealing with other classes of offenders, but the problem of the "old lag" is as baffling as ever.

Longer sentences and terms of preventive detention seem to have little effect on the persistent offender: often, indeed, they render him more obstinate in his career of crime.

This problem will have to be tackled from some new angle—and it is welcome news that the Home Secretary is alive to the need.

Wireless war

London Regional Broadcasting Station is still experimenting in search of wave-lengths that will evade the obliterating effect of the big German station at Muhlacker.

But this is really a case for official remonstrance by the Postmaster-General to the Director of the Deutsches Reichs-Rundfunk.

There may be some excuse for the big Polish station which deliberately chokes down Russian propaganda, and for the Strassburg station which prevents the reception of pro-German items in Alsace.

On this side nothing has been done to provoke interference from the German super-station.

Shopping the shopkeeper

Shop-assistants have asked the officials of their union to take steps to curb the growth of "works clubs" which deal in chocolates and cigarettes.

They have told their general secretary, Mr. J. R. Leslie, that the extension of this system is affecting their livelihood by competing with the retail shops.

At one factory in Cheshire £6,000 a year is going to such clubs.

But what about those chocolate and cigarette price-cutters outside the factory who still poach brazenly on the honest shopkeeper? Aren't they much bigger game?

Sentence of death

Animal societies estimate that a quarter of a million dogs are doomed to die during the next few weeks.

This slaughter of the innocent and faithful friends of man is revolting. Much of it, unfortunately, is necessary and inevitable, but much of it is due to the fact that licence-money is overdue.

We hate to believe that there are in this country those so poor that they cannot raise the few paltry shillings to save their pets from the death sentence—but it is so.

Mr. Snowden has a heart. Perhaps he has a dog himself. Could he not arrange that next year the price of a dog licence to the unemployed and distressed should be reduced to a peppercorn figure on production of proof of means?

Parson and people

Are church congregations for ever to be compelled to accept a vicar whom they do not want, just because the patron of the living has chosen him?

This vexed question is going to come before Parliament in a few weeks, when the Benefices (Exercise of Rights of Presentation) Measure is debated.

It has the blessing of the National Assembly of the Church of England, and provides congregations with rights of appeal to the bishop or archbishop where they think an unsuitable man has been sent to them.

There are some M.P.s, however, who think that the patron of the living ought not to be deprived of his rights to appoint whom he pleases, and a lively debate is expected.

Another disarmament

It will be a scandalous breach of public duty if there is the slightest opposition in the House of Commons to the Bill to be introduced by Mr. Derwent Hall-Caine, M.P., whereby all toy pistols will be included in the Firearms Act.

His Bill must go through

We have long urged this measure. And recent events have vindicated our plea.

All over the country there are offered for sale "safety revolvers" resembling the real thing. It is only necessary to saw off an inch of the barrel to convert them into deadly weapons.

Thus is the criminal presented with free access to armaments, for ammunition is easily available.

Incidentally, what are the armament firms doing about their patent rights? Or are they in the toy-pistol game too.

Eyes right!

"What's wrong with the Army?" we asked a week or so ago—and gave the answer.

We are delighted to report that one reform—modest, it is true—is already under way.

From now onwards recruits will be given a choice of regiment, may join their own county units, and will be grouped in training squads by areas.

Splendid! But there is still a lot wrong with the Army, Mr. Shaw. As Minister for War we look to you to continue to minister to those who serve in the Peace.

A great year's work

The work of our Pensions Department has broken all records during 19

Nearly 11,000 enquiries were dealt with, and in many cases large sums of money have been obtained as a result of our intervention.

It has always been our desire to help those who are unable to help themselves.

Once again, therefore, all readers are informed that if they wish to know their position with regard to pensions of any description, all they have to do is to write to our Pensions Expert, enclosing a stamped, addressed envelope. They will receive a full and authoritative reply.

The ideal boss

Mr. R. A. Canner, managing director of Rapid Carriers, Ltd., Cardiff, is the type of employer we like.

Roused at midnight by the news that one of his lorries was involved in an accident, he immediately drove in his car to Godstone to see the injured driver.

At Godstone a doctor stated that the man could be driven back to South Wales (to be near his family) that night, provided that the inside of Mr. Canner's car was fitted out for the purpose. This was done, and Mr. Canner personally supervised the removal.

That's the spirit!

A deed well done

A splendid example has been set by the workmen of Smith's Dock Company, North Shields.

By united efforts they collected £1,460 for local charities last year, and during the past seven years, they have subscribed over £8,350 to the poor and needy and the hospitals on the Tyneside.

Well done, North Shields!

A charming sinner

The latest doorstep pest has taken a pointer from the parasites of the Dark Ages.

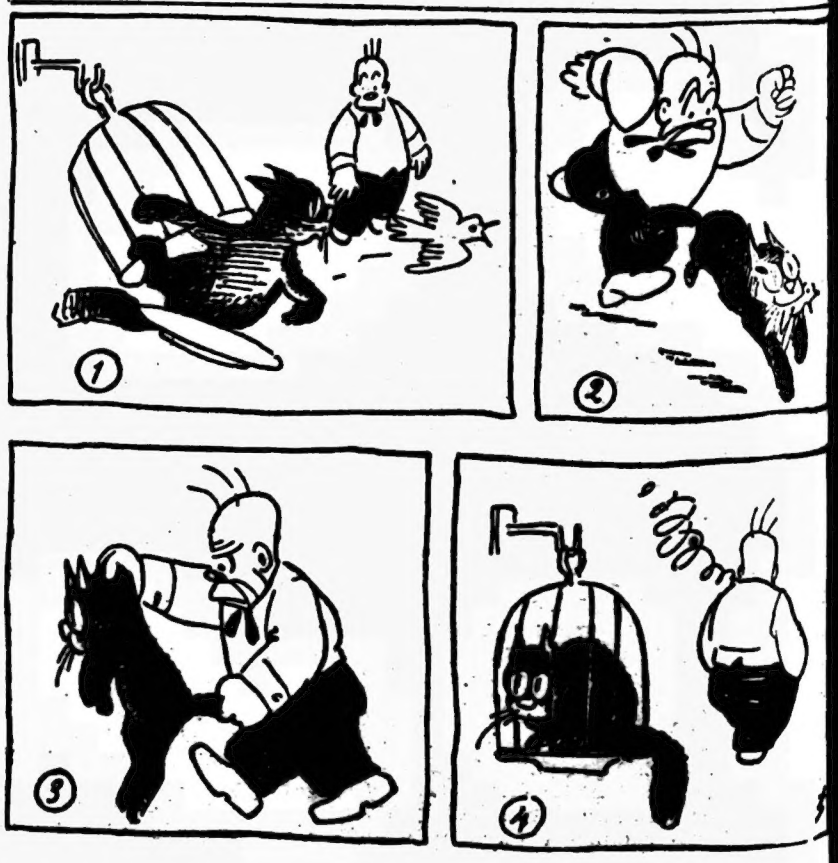
He hawks the now familiar "lucky charm," but with this difference from those other dodgers who engage in similar easy-money campaign.

If his demand for the purchase of the charm is resisted or refused he assumes a menacing look and solemnly curses the house and its inmates—quite eloquently, too. He has a particularly vile "curse" for the children.

It is all very silly, of course; but there are simple and credulous folk for whom he makes very uneasy.

If he drops in on *you* call a policeman.

ADAMSON— —Poetic Justice

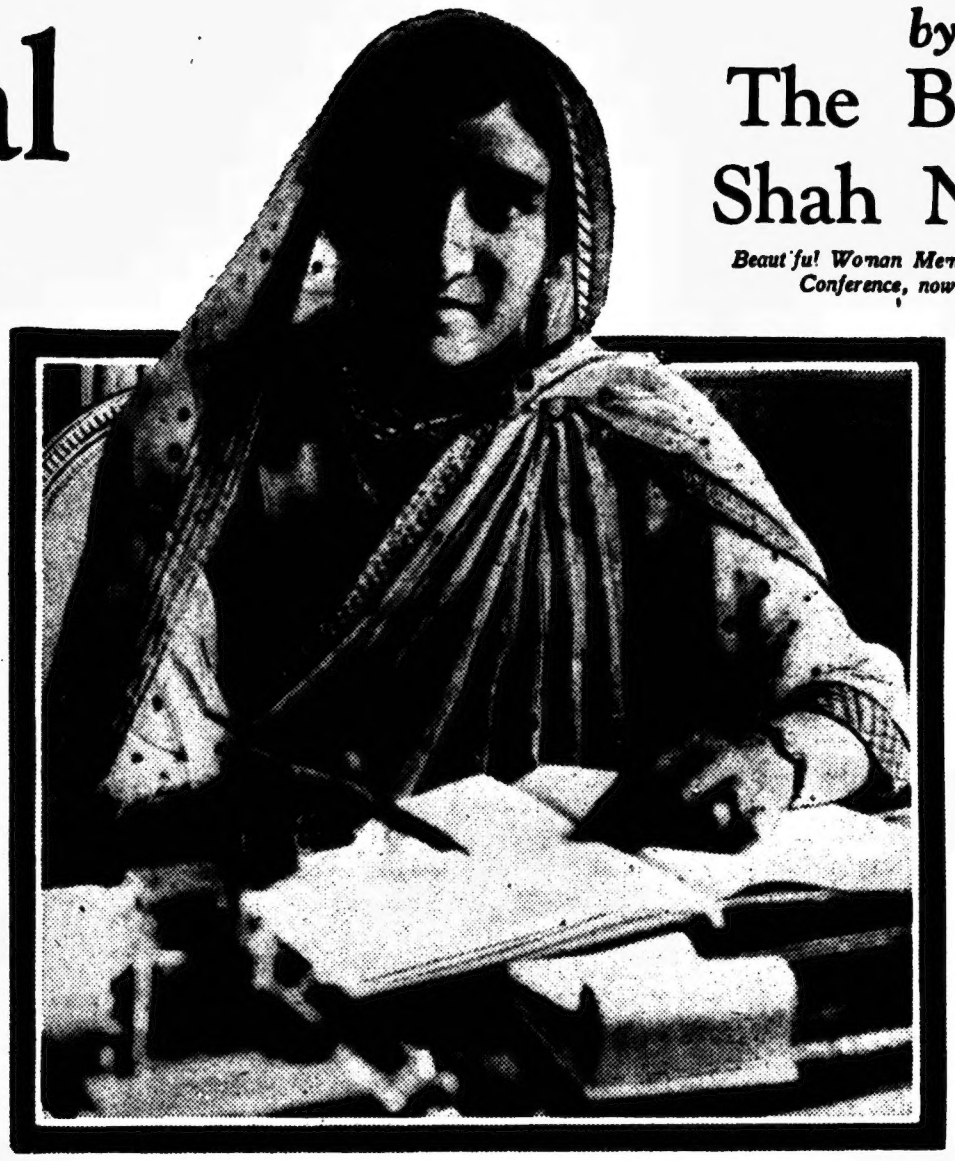


My Ideal WOMAN

by

The Begum Shah Nawaz,

Beautiful Woman Member of the India Conference, now in London



"I am no Mrs. Grundy. But I am frankly puzzled . . ."

T is never a simple task to write about Englishwomen. They exist so vitally in many types and shades. Often they are unique. Seldom do they fail to differ radically from each other. At their best they are incomparable. They represent us women in India an ideal of womanhood fulfilled.

But there are other types of Englishmen that puzzle us and make us feel, not without pride, that we have little to learn from them. Perhaps, much to teach.

This, however, is not surprising when we remember that our Indian civilisation is older than yours, and wiser, and that we women have played a leading part in building it.

The Englishwoman that I admire most is that type which closely identifies itself with public life and social service. I do not mean the Feminist. She, unfortunately, is a universal class of female. Her aggressiveness has never appealed.

Of the type which I admire so deeply I regard our beloved Queen-Empress as leader. Those of us who have been privileged to meet this gracious, unassertive and profoundly enlightened personality will never forget her.

She appears as the embodiment of all womanly virtues. The spirit of service permeates all her actions. Justly is she known as the first woman of our Empire.

Queenly ideal

FORTUNATE indeed are you in possessing many women who mould their lives and characters on the example of the Queen-Empress, and who live up to the ideal so splendidly and unselfishly.

They are, to me, a two-fold product of ideal tradition and a superb system of education. The more I learn of this system the greater does it impress me.

It is inspiring to think of all those wonderful girls' schools dotted over the land teaching the arts and the sciences—and, of course, the sports—with such zeal and efficiency.

Still more wonderful to me is the recollection of those women's colleges at Oxford, planted right in the heart of man's ancient kingdom of learning.

Here, I tell myself, is something you have done in the best British manner—co-operation taking the place of conflict. Traditional prejudices are smoothed over, and men and women are being educated together for the purpose of eventually working together for the common good.

Truly you have achieved an ideal which women in India must continue to strive for until we have, at least, emulated it.

And I cannot pass from this subject of education without saying that I believe its bestowal by Britain on our Indian civilisation is your greatest gift to us.

World's envy

IT has contributed largely to our present national awakening and desire for responsibility in government. Its effects have been wide and far-reaching. It is impossible to estimate the ultimate result for good.

But it is no matter for surprise that men trained at your schools and universities should rise to such heights of public achievement. A system which places such emphasis on character-training could hardly fail.

Hence you produce a class of woman who is only too willing to devote herself, without thought of reward or recognition, to the service of others. She belongs to innumerable committees and is a tireless welfare-worker. Her purse is never shut to the needs of the poor and the sick.

She looks upon it as her duty to perform such work, and in the same spirit she takes her place on the Bench, as her more brilliant and capable sister takes her seat in Parliament, to the envy of a whole world of intelligent women.

I cannot think why such admirable types of womanhood are not acclaimed in the same way as those others who accomplish more spectacular achievements in the fields of intrepid adventure.

But I am frankly puzzled at other types of Englishwomen. I have met many of these in the towns, mainly London. I see them by themselves in hotel-lounges, smoking cigarettes, drinking. I see them holding court in a circle of men.

Road to true progress

BEING no Mrs. Grundy, I do not believe in chaperons. I believe in girls being brought up to go about alone among men and respected. I believe that should be the aim of any educational system, since men and women must work together as equals in their own particular fields if the true progress of humanity to perfection is to be achieved.

But these Englishwomen do not represent any noticeable approach to that ideal. They are beautiful, but their superb gifts are entirely used to attract men.

I wonder if they realise how innocent they are of their true dominion? To court the admiration of men is putting all their splendid training to small, even mean, use.

They might profit by the example of Indian women. We are brought up to live above men. To be courted is not a matter of overwhelming importance to us. It is, admittedly, given a place in our existence, but we take it for granted. If admiration from men comes, so much the better. But it is only our due.

The women I speak of here in England seem to *long* for male admiration. We realise that such longing to us would mean that we must live below men. And that is unthinkable to us. A woman expresses herself best, and is, I believe, more attractive, when she lives above men and keeps an immaculate level of conduct which compels the profound respect that men only give to those things which are above them.

If this ideal is gained it is simple for women to move freely among the opposite sex without suffering any indignity or inviting the rebuke of public opinion.

England is full of splendid women, veritable queens of beauty, but they are throwing themselves away when they allow themselves to submit to the ignominious tyranny of inciting male admiration. Living for such an object explains much in regard to the indelicacy of some Western fashions and many feminine habits.

When women descend all that is best and most sacred in civilisation descends with them, and nothing remains to inspire men to their best efforts which proclaim the nobility of the human race.

From strength to strength

THE position of women in India and their relation to life was long ago decided, to their happiness.

When an age arises which demands change there is no sleeping. The world has changed in many respects to-day, and India is changing with it. Only 5 per cent. of Indian women remain now in purdah.

The necessity for them to change their habits in certain directions and take a larger share in the life of their beloved country has found them ready. There was a newspaper run entirely by women in India as far back as 1895.

Since 1903 there has been a tremendous awakening among us, and we proceed from strength to strength. It is wrong to assume that Indian women are weighed down in captivity, slaves to ancient, outmoded habits of existence.

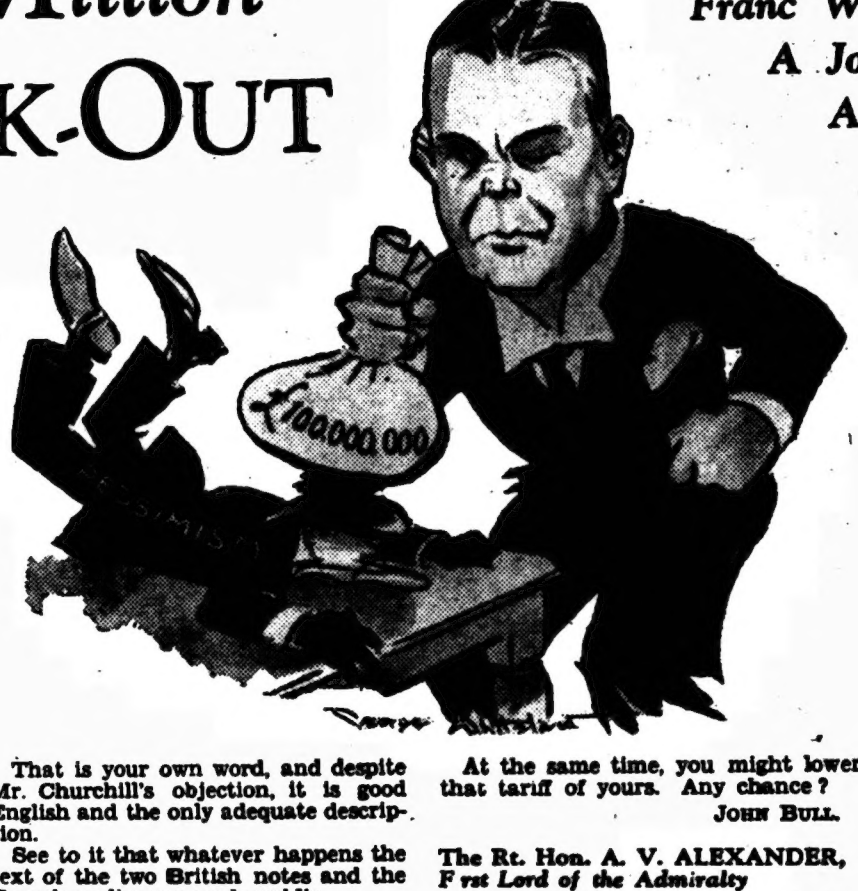
But we have much to learn from you in England, nevertheless, and we are learning it. I look upon Britain as the body and India as the mind of the Empire. Both have something to give each other, and co-operation is essential if the exchange, of great value to each of us, is to be achieved.

The best of the exchange will be effected through women, and our part in the events of the next few years is, therefore, of vital importance to the future of the Empire.

I foresee the likelihood of our taking and giving the highest benefits if we remain true to ourselves, living above men, devoting our lives and our thoughts to our high task.

Only through us can our men reach that perfection which they earnestly desire for the benefit of the world at large.

The £100-Million KNOCK-OUT



Mr. STANLEY LEWIS DUFF, C.B.E.,
Secretary Nat. Con. of Friendly Societies

DEAR SIR,—Your societies and your ten million members have good reason to be proud. Your last year's progress is the most heartening thing I have seen for many a day.

In a time of unparalleled industrial depression you have raised your membership to 50 per cent. more than in 1914, and accumulated in reserve funds the colossal sum of £100,000,000.

The friendly society is absolutely English in origin and development, and it flourishes in no other country in the world.

It began in the mutual-help clubs of the village inn generations ago. It has grown now until it is one of the greatest forces for the national well-being.

Without your experience and co-operation the National Health Insurance Act would have been unworkable. Without the idea behind your movement the country would be the poorer.

You preach thrift and character and mutual help. You are the staunch bulwark between the ordinary man and the common catastrophes of human fortune.

Long may you prosper.

JOHN BULL.

The Rt. Hon. PHILIP SNOWDEN,
Chancellor of the Exchequer

DEAR MR. SNOWDEN,—The Tardieu government which refused to honour the French debt to British bondholders has fallen.

Your second note is now being considered by the new government. The position is clear. About £50,000,000 was subscribed when the franc was worth 10d.

To offer nominal repayment in paper francs worth about 2d. each is barefaced bilking.

That is your own word, and despite Mr. Churchill's objection, it is good English and the only adequate description.

See to it that whatever happens the text of the two British notes and the French replies are made public.

JOHN BULL.

The Hon. J. H. LAMONT,
Sec. of Commerce, Washington, U.S.A.

DEAR SIR,—It is good to know that in the present business depression in your country you are able to state that there is no evidence of wage-cutting.

As you justly observe, permanent progress in prosperity depends upon liberal wages.

Production costs cheapened at the expense of the buying power of the masses is a foolish procedure. It has never increased prosperity.

Not from the B.B.C.—Max Schmelling defends his title as—

The Bruiseless Bruiser

OF all the great world's best-known men
The least well known am I!
No crowds arrive at me to stare;
When I elect to take the air,
I pass unnoticed by.

In fact, 'twould not surprise me if,
When I announce my name,
You wonder vaguely where you've seen
It—in the Press or on the screen?
For such, alas, is fame!

And yet—the plain truth must be told,
However strange the telling—
The champion heavy-weight I am
Of boxers! What—Carnera? Damn
You, no! My name is *Schmelling!*

If you reply that the name of Max Schmelling is unfamiliar to you, I'll contrive to bear the blow—although bearing blows is not very much in my line.

The fact that I am not as well known as certain lesser lights of the pugilistic world is due solely to my violet-like modesty. I am, in fact, the J. M. Barrie of the ring.

But do not imagine that because I am of a shy and retiring nature you can take liberties with me. Although by instinct a man of peace, one of these days I'll gird up my loins and write a note to some of the people who are trying to rob me of the title I won when I was fortunate enough to be fouled by Sharkey.

Some time ago the National Boxing Association of America attempted to place a usurper, in the person of William Stribling, on the heavy-weight throne, and now the New York Boxing Commission has announced that unless I defend my title forthwith it will take it away from me.

But the world's heavy-weight champion cannot be knocked out with a fountain pen and a postcard. The only way I can be deprived of the title is by being beaten in the ring.

Up to now I have taken no risks of this happening, and I hope, by strict inattention to duty, to continue indefinitely to enjoy the glory that I won by accident of girth.

It is true that large sums have been offered me for a contest with Carnera; but money is not everything.

There is such a thing as principle, and, as a German, I should scorn to be guilty of a breach of the Geneva pact.

If you're anxious for to shine
In the pugilistic line
And a champion remain;
Then consistently sit tight
And refuse at all to fight—
And your title you'll retain.

If you just decline to box
You'll avoid unpleasant shocks,
And to sweet repose can cling;
But I, for one, will not
Seek to emulate Phil Scott
By reposing in the ring!

I'm a pacifist at heart,
And I mean to play my part
To bring about a drastic alteration
In the spirit of the game—
So I'm ready now my claim
To the title to defend—at arbitration!

CANDID COMMUNICATIONS

Franc Words to France—
A Job for a Duke—
A Very "Phoney" Busines

At the same time, you might lower that tariff of yours. Any chance?

JOHN BULL.

The Rt. Hon. A. V. ALEXANDER,
First Lord of the Admiralty

DEAR SIR,—I am glad that you are spreading out your naval programme so that there shall be no violent dislocation in the trades which minister to the ships.

But you must see to it that the new warships are as hygienic as possible.

Those who sing joyously of Jack afloat may shudder to hear that more than 2,000 cases of tubercular disease in the Royal Navy were treated during the past nine years, and that last year there was a startling increase.

In these days of scientific fuelling, even the lower regions of a ship should be fairly healthy. Anyhow, to see they are is your job.

JOHN BULL.

The DUKE of WESTMINSTER,
3, Carlos Place, London, W.

YOUR GRACE,—Three years ago, when the Thames burst its banks in the heart of London and destroyed the homes of many people you made a munificent contribution to the victims.

You presented some of the most valuable ground in the world for next to nothing to the Westminster Council so that new homes might be built for the homeless sufferers.

The purpose of your great generosity has been defeated.

The houses you made possible have been given to people from outside who were unaffected by the disaster, and real victims have been unable to return to Westminster.

They are now being told that they are regarded only as *special cases.*

You will not take this lying down.

JOHN BULL.

WILLIAM ROSS,
Cheyne Street, Edinburgh

I trust that this message will reach you on your exit from jail. My only regret is that it will thus reach you too soon, for your sentence should have been thirty months—not days.

Because your little son misspent three-halfpence you resorted to torture instead of chastisement. You held his little hand against the hot bars of a grate.

You are a disgrace to parenthood and to Edinburgh. Your real punishment will be that your own child will hate you. And I hope you have sufficient conscience left to feel that biggest sting of all.

JOHN BULL.

The BISHOP of CHICHESTER,
The Palace, Chichester

MY LORD BISHOP,—Congratulations to you on your advice to those about to marry. A pastoral letter has, for change, said something that matte

The sanctity of marriage vows lightly held these days, and your wo are opportune.

You wrote of the register-office ma riage, and here, I think, you could ha been drastic in your comments, do a great service by pointing out to th who are married only according to t law of the land that observing t sanctity of the wedded state appl equally to them as to those who ma vows in the house of God.

Such words from you would ha carried weight, and, believe me, th are needed.

JOHN BULL.

Mr. H. B. LEES SMITH, M.P.,
Postmaster-General

DEAR P.M.G.,—I have often wonde what your department does with t deposit money wrung out of everybo who installs a telephone.

I now learn that the total sum he by the Post Office and derived fr this source is £2,800,000.

My amazement deepens when you t me that no part of this sum is put a to interest, but is used as worki capital in running the service.

It makes me no happier to know th it costs this country £44,000,000 mo for its telephones than the America pay, since the latter have ten tim our number, and their service does n sting the subscriber for its worki capital.

JOHN BULL.

Sir HARRY McGOWAN,
Imperial Chemical Industries, Ltd.

DEAR SIR HARRY,—My heartiest co gratulations to you on your new a pointment as chairman.

Starting as a boy at 5s. a week, y are now head of a concern wi £76,000,000 of capital.

The international combinations your company make it a vast power world affairs.

But arising from that fact there a danger against which I am confide you will be ever watchful.

You will be vigilant to see that yo company will always be "Imperia both in name and fact, and that foreign interests will always act fir last, singly and solely for the prima advantage of the *British* workman.

JOHN BULL.

STRAIGHT *from the Should*

ROSITA FORBES: "There is only o remedy for every ill to which humani is heir, and that is work."

Yes, and over two millions are dyi to take their medicine.

* * *

SIR BENJAMIN GOTT: "I am som times afraid there is too much do for our children, and that they ou to do a little for themselves."

We can tell you of countless tho sands who get very little done f them.

* * *

MR. H. C. A. BINGLEY: "A wife h any number of grounds upon whi she can get a separation, but a h band has only one, and that habitual drunkenness."

You and all other magistrates mu agitate for proper Domestic Cou with new rules.

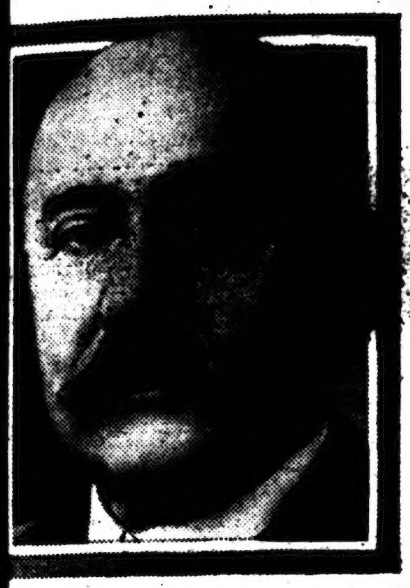
* * *

MR. HERBERT SMITH: "I have ne been out of a union in my life, for was born in a Poor Law union a have been in the miners' union sin I began to earn brass."

May you continue earning brass f many years.

A New "Wake-Up" KICK

by A. G. GARDINER



"Complaint of the South Africa mission"—headed by Lord Kirkley

THIS will be a critical year in the history of British industry. That there will be a sensational recovery is too much to expect.

The whole world of commerce has suffered so shattering a blow, and the disequilibrium between the price of material and the cost of production is so great that time must elapse before stability is restored.

It will be restored, if not this year, then next year, and the country that makes the best use of this interval of peace will emerge from the scrum with the prize.

I do not mean by this that prosperity when it returns will be the monopoly of a particular country.

Anyone who nurses the antiquated delusion that one nation can benefit by the impoverishment of others has missed the lesson of the terrific experience through which we are all now passing. British and Germans, Americans and Australians, Chinese and Indians alike.

In modern conditions the world is a unit of trade, and there must be a revival for everybody before there can be a revival for anybody.

American collapse

But while this is an indisputable truism, it is equally true that when the favouring wind for which we are waiting springs up, it will be the vessel with the best spread of canvas and the most accomplished seamanship that will get ahead in the race.

If that vessel is to carry the British flag certain drastic measures must be taken. It may be useful here to put emphasis on one of them.

It relates to a department of overseas trade in which we are flagrantly behind two at least of our great competitors, Germany and still more the United States.

Both of these are as badly hit as ourselves—indeed worse hit.

The collapse in America is as much more catastrophic and startling as the previous prosperity of that country had been unparalleled.

It has come with the suddenness and ferocity of a tornado, and it has been the more devastating because, unlike ourselves, America has no machinery for dealing with a great wave of depression and unemployment.

There is no parallel here to what is happening in the United States—the crashing of banks by the hundred all over the land, the bread queues in New York and the great cities, and the panic that prevails everywhere.

But America is a volcanic country and is accustomed to these wild fluctuations of fortune.

Its revival may be as spectacular as its collapse, and it will be charged with that spirit of enterprise and adventure in which it is supreme.

And it is in regard to one of the phases of that spirit that I wish to speak here.

Britain in the van

Why is it that in practically all the new inventions and mechanisms the United States has out-distanced us and all other competitors?

Why is it that the genius of Henry Ford has overspread the globe?

Why is it that Hollywood has captured the film trade of the world?

Why is it that American agricultural machinery has made Lincoln, which held the field at the beginning of this century, a back number?

Why is it that American (or German) printing-machines fill half the printing-offices of this country, and that if you want anything from an oil-stove to a safety-razor it is pretty certainly an American production that supplies your want?

Let me take one illustration. If there is any industry in which we might be assumed to hold our own it is in the manufacture of telegraph and telephone apparatus and wireless valves. Yet our imports of these gadgets leapt up from a value of £695,790 in 1928 to a value of £1,658,907 in 1929.

And though the figures for 1930 are not yet available, I understand they will show an increase of at least a third on the imports of 1929.

If this is taking place in our own market, what is happening in foreign markets?

There are many causes that explain the phenomenon. I will confine myself here to one of them.

I was present at the recent banquet at the Guildhall at which the Prince of Wales re-sounded the "Wake-up, England!" cry that his father uttered a generation ago.

He repeated it in connection with the need of more enterprising salesmanship—a subject on which Sir Francis Goodenough's Commission has already issued two invaluable reports and will soon publish its final conclusion.

No one can question that it is the superior salesmanship of the Americans (and of the Germans) which has largely helped them to capture so much of the trade of the world, especially in articles of modern contrivance and invention.

Salesmanship, then—

But we must not suppose that good salesmanship alone will turn the tide. It must be backed up by a new and more enterprising spirit in the factory.

We must not merely send salesmen to push orders, but we must study the particular requirements of particular markets and give them, not what we want to sell, but what they want to buy.

That is the secret of American success. Our failures in this respect are deplorable. I will give one or two examples which are supplied to me by the highest official sources.

The first applies to farm machinery.

"Two invaluable reports" — Sir Francis Goodenough

Foreigners frequently ask for slight modification of design to suit their peculiar needs.

British travellers seldom meet them, whereas representatives of foreign firms are in a position to promise exactly what is required.

Again, some time ago the woollen trade lost a big order for jerseys which Canada required because the British manufacturer refused to make the jerseys on the Continental design, with the big loose collar.

The order went to Belgium.

A third example is the case of the motor industry. Ford captured the markets of the world by studying the needs of primitive countries with bad roads or no roads.

It is true that the English "baby-car" type, suitable only to good urban roads, is now largely bought in America and in Europe, but that does not excuse our other failures.

Presents of American products, gramophones, frigidaire ice-boxes, and the like were scattered broadcast, photographed for the movietone, and thus widely advertised to lay the foundation of an invaluable business.

Often, as the reports of the Goodenough Commission have shown, the possession of a market depends on the most trivial attention to small details.

For example, the British Economic Mission to South Africa, which returned some weeks ago, complained of Lancashire's failure to study and supply the needs of the native market.

Tale of the skirt

In the subsequent discussion an illuminating fact has been brought to light. There is in South Africa a large native market for indigo prints, over which the Americans have a fairly secure hold.

Their success is due to the fact that their cloth is 28 in. wide, the British 31 in.

The native uses the cloth as a skirt and 28 in. is as wide as is convenient. Lancashire, of course, could make a 28-in. cloth. But it doesn't, and the natives go on buying the American article.

Enough has been said to show that better salesmanship alone is not sufficient to recover for us the markets that have been lost.

We must do what the Americans and the Germans have done. We must discover what people want and supply it, instead of offering them what we think they ought to want.

Homely Wisdom—by CHANCELLOR R. J. CAMPBELL, D.D.

New Year Chimes

A FRIEND of mine, the late Canon Cremer, once told me with great glee of an experience which befell him on New Year's Eve.

He used to be vicar of a parish in a poor industrial district of Lancashire, and I am not sure whether what I am about to relate took place in his church or in that of one of the neighbouring clergy.

They were having a watchnight service in the last hour of the old year, and the church was full of people. One of the churchwardens had the brilliant idea of bringing his kitchen clock to the church and setting it on a table in the chancel.

* * *

This clock had a peculiarly harsh, reverberating strike that could be heard at a great distance, and its proud owner thought that the effect would be very impressive if it were to strike twelve at midnight when the worshippers' heads were bowed in silence.

The vicar's address was to stop at two minutes to twelve, and then all was to be still until the clock struck, after which the vicar would wish the congregation a Happy New Year and they would all join in singing a hymn.

Everything went according to plan till the midnight hour. Then amid a deathly stillness the clock began with a great whirring of wheels to bang out one, two, three, and so on to twelve. Very solemn was the hush of the crowded congregation up to this point.

But by some freak or other of its works the clock went on striking—thirteen, fourteen, fifteen, sixteen—on, on, on—twenty, thirty, forty—by which time the hitherto quiet congregation had broken into a titter which speedily became a roar of laughter.

Presently everybody was on his or her feet swaying with merriment as the clock continued to hammer out its nocturne without the smallest sign of cessation.

The end of the scene came by the churchwarden making a dash for the table, grabbing the clock and rushing up the street with it, all the congregation streaming after him and the clock striking on far into the night until it ran itself down.

What had been intended as an impressive innovation culminated in a screaming farce, the biggest joke of the year.

Yet, said Canon Cremer, not only was no real irreverence felt or shown, but the upshot was to put the people in a better humour and make them feel more fraternal to one another than if all had gone as the well-meaning churchwarden had meant.

"The clock woke us all up thoroughly," said the vicar, "and its prodigious effort was ever afterwards referred to as Our New Year Chimes."

I almost wish Big Ben would have a fit of the same sort. What England needs just now is an unwonted stimulus of hope and cheer, something to make us grapple with our troubles in a spirit of brightness and mastery.

* * *

We are in more danger from depression of spirit than depression of trade, and from class division than foreign competition.

Deliverance will not come from without, but from within; and 1931 will see the beginning of a new year of prosperity and all-round happiness if we can but be roused to believe in it and help one another to realise it with a hearty good will.

STIGMA ON TWO SISTERS

WHAT is to be the ultimate fate of Annie Margaret Treble and her sister Dorothy? This question is of importance because their present precicament is one which we know to be shared by countless others.

Annie is in Darenth Training Colony, branded as a mental defective; Dorothy is in Haymeads Mental Institution, Herts.

That they are both being held without justification will be apparent when we have told their stories.

It is not so long since they were both happy working girls, earning their livelihood with a famous wireless company.

Their photograph, in their working overalls, which we reproduce here, shows them to be smart, business-like girls.

There is no doubt that they were efficient workers and looked upon as of good character.

After her escape

Clouds descended upon Dorothy, who is now twenty-four, when she was charged with petty theft and ordered to a remand nome for a year.

She later escaped, and, deciding to make good, obtained work as a waitress and became self-supporting once more.

For three months she worked happily; then she was discovered and eventually sent to Haymeads Mental Institution.

We have no desire to gloss over her initial lapse or to condone her act in running away from the remand home.

We merely wish to protest that a mental institution is not the place for her; and this will be appreciated when we have revealed everything.

Meanwhile, let us turn to the case of her younger sister Annie, whose experience has been even more unhappy.

She was guilty of no lapse. Her tragedy dates from a day in November, 1929, when she was taken ill and declared by a private doctor to be suffering from nervous debility.

Scrubbing floors

She was admitted to Bethnal Green Hospital, and, being transferred later to the Secondary Institute, in Bethnal Green, progressed sufficiently to be put on such heavy duties as scrubbing.

A week or two later she was certified under the Mental Deficiency Act, and thus robbed of her freedom.

Her father was subsequently summoned by the authorities before Mr. Boyd, the Westminster magistrate, in respect of Annie's maintenance while under restraint.

Mr. Leonard W. Matters, M.P. for the Kennington Division of Lambeth, has shown sympathetic interest in the plight of these two sisters, and one result of his pressure on the authori-

(*Continued in col. 2*)

Hatry, whose name is cleverly and cunningly employed by this rogue

Giant Forger's CHEQUE DUMP

SOME of the cleverest cheque coups of recent months are the work of a man of Carnera-like proportions named Norman Macdonald.

He has more than a passing likeness to the famous Italian boxer, but he prefers to battle with his brains rather than his fists, ham-like though they undoubtedly are.

It is not only his immense stature that has won him the underworld nickname of "The Giant"; he is a giant among his fellow-plunderers in every respect.

The other day he strode majestically into a West End wine-merchant's establishment and, displaying all the airs of a connoisseur, ordered a selection of choice wines and liqueurs.

Then he introduced himself as Major Kill, saying that he had just retired from the Indian Army, a statement which every detail of his appearance seemed to support.

He explained that he had taken over a large house in a fashionable part of the West End—too large for his needs perhaps, but he had been prompted largely by a desire to help the former occupant.

The name he mentioned in this connection was that of a wealthy man, well known in the West End, so the wine-merchant was impressed.

But he was also puzzled to learn that such a wealthy person should have needed to let his house in this way, and he said so.

Major Kill agreed that it really was unexpected, and added in confidence that the reason was something of a tragedy.

His friend, he declared, had been so hard hit by the Hatry collapses that his losses would probably total a quarter of a million before he could extricate himself. Hence the need for drastic economies.

"Please let this go no further," confided the major. "It is a case of a fine man ruined through no fault of his own."

His palatial residence

Finally, he made out a cheque in payment for the wines he had selected, and, promising that other orders would follow when he was properly settled in, took his departure.

He returned later in the day to request a favour.

As he had paid a considerable sum down in respect of the house, and had also bought one or two antiques that day, he was temporarily short of ready money.

Unhappily, the banks were closed, so if the wine-merchant could oblige him by cashing a cheque he would be very grateful.

The glimpse of the major leaving after cheque and cash had changed hands was the last the merchant was ever to gain of him.

The cheque, of course, came back with the startling information that it was one of several that had been stolen recently from a suite in a luxurious West-End hotel.

Subsequent enquiry, too, showed the major's story to be a tissue of lies.

Plausible and polished

The gentleman whose name he had so grossly misused was still in residence at the house in question, and there was no idea of his disposing of the property or being in any financial difficulties.

But the biggest surprise came when the merchant lodged a complaint with the police.

He then found that others were also complaining, and that the charming Major Kill had repeated his plausible story with equal success to quite a number of dupes.

The major knows to a nicety how often a trick may be repeated with safety, and he has a variety of cards up his sleeve, just as he has an incredible number of aliases.

Sometimes he elects to be driven about in state by a smart chauffeur, posing as a wealthy traveller, with a villa at Nice.

Military aliases

Pretending that he is anxious to invest some of his wealth in property at home, he confides his desires to solicitors, financiers and estate-agents.

In this way he has cashed countless cheques that have subsequently been dishonoured.

Had he honourably concluded all the deals he has thus commenced he would now be the owner of land in all parts of the country as well as sites for kinemas, clubs and hostels.

In no instance has he failed to impose upon his dupe, while his aliases have included Colonel Packer, Major Foster, Captain Dale, Lieutenant Hunt and plain Mr. Coy.

Worthless cheques pass through his hands with such a flow that it is almost certain that he possesses some secret centre where various lesser crooks bring him any cheques on which they can lay their hands.

Lacking his ability, they find it more profitable to sell to him than to attempt to pass the stolen cheques themselves.

Cheque-book hauls

That this is no idle theory will be seen when we say that cheques which he has passed recently have been obtained in almost every possible way.

Some have been taken by pickpockets; others have been taken from unattended cars; others have been the proceeds of ordinary burglaries or larceny in hotels and letter-box thefts.

Major Kill (to concede him his favourite alias) has operated over a wide area.

He has combed Essex pretty thoroughly, while specific towns where he has been active include Sevenoaks, Portsmouth, Chesham, and, amongst others, Watford.

This review of his methods should serve to put others on their guard, and the major's immense stature should make identification easy if any future prospective dupe happens to be a reader of JOHN BULL.

(*Continued from col. 1*)

ties is that the Ministry of Health has promised that the two cases will be "looked into."

Mr. Charles G. Ammon, J.P., M.P., we find, has also made special representation to the Ministry of Health on Annie Treble's behalf, only to be told that the case has already received the full consideration of the Board of Control and the local authority responsible for the girl's care.

But the point which emerges in this connection is that the Board of Control is satisfied that Annie is in need of special protection and supervision; and it is not considered in her interests that she should be discharged, because the home atmosphere is not considered ideal.

Alas!

We have repeatedly encountered cases where the Board of Control has made the same excuse for retaining people in its institutions—that it would "not be in their interests to discharge them to the care of the parents."

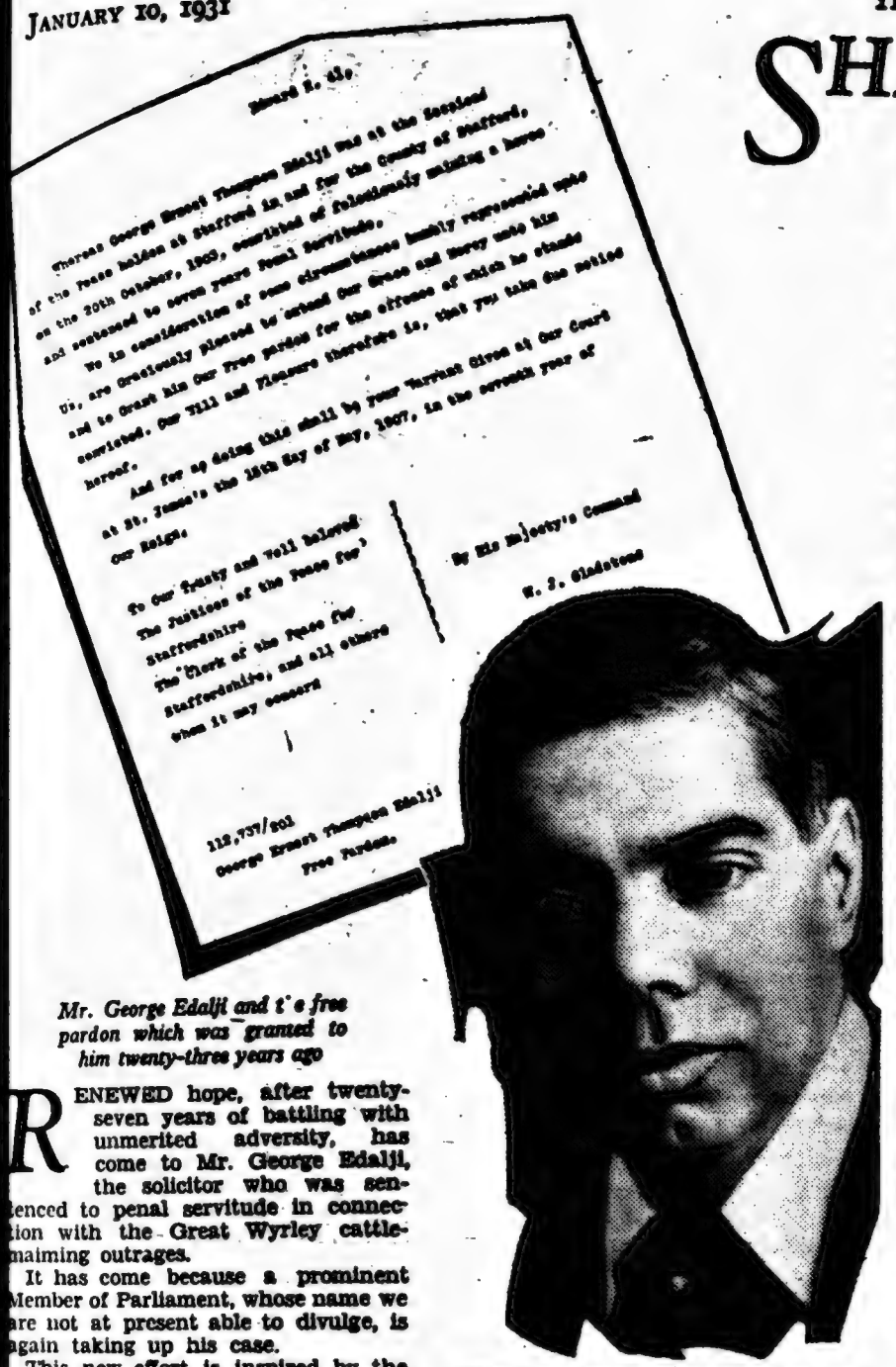
The tragedy is that this is too often perfectly true. The home surroundings are not conducive to moral or physical well-being.

But the scandal is that there is no half-way house; no alternative for the innocent and perhaps a little backward boys and girls whose homes are thought unsuitable by the authorities.

"Virtually imprisoned"—Dorothy (left) and Annie Treble

SHAMEFUL FREE PARDON

Mockery


Thereas George Ernest Thompson Edalji was at the Assizes
of the Peace holden at Stafford in and for the County of Stafford,
on the 20th October, 1903, convicted of feloniously killing a horse
and sentenced to seven years Penal Servitude.
We in consideration of some circumstances humbly represented unto
Us, are Graciously Pleased to extend Our Grace and Mercy unto him
and to Grant him Our Free Pardon for the offence of which he stands
convicted. Our Will and Pleasure therefore is, that you take due notice
hereof.
And for so doing this shall be your Warrant Given at Our Court
at St. James's the 18th Day of May, 1907, in the seventh year of
Our Reign.
To Our Trusty and Well beloved
The Justices of the Peace for
Staffordshire
The Clerk of the Peace for
Staffordshire, and all others
whom it may concern
By His Majesty's Command
W. J. Gladstone
112,737/501
George Ernest Thompson Edalji
Free Pardon.

Mr. George Edalji and t'e free pardon which was granted to him twenty-three years ago

RENEWED hope, after twenty-seven years of battling with unmerited adversity, has come to Mr. George Edalji, the solicitor who was sentenced to penal servitude in connection with the Great Wyrley cattle-maiming outrages.

It has come because a prominent Member of Parliament, whose name we are not at present able to divulge, is again taking up his case.

This new effort is inspired by the success of Mr. T. Boevey Barrett, who recently returned from West Africa, having proved his innocence of a crime for which he was wrongfully convicted.

Not a penny

Mr. Barrett has gained a free pardon and £2,000 compensation.

Mr. George Edalji was granted a free pardon twenty-three years ago, after he had served three and a half years of his seven-year sentence, and after such eminent people as the late Sir George Lewis and the late Sir Arthur Conan Doyle, who had discovered vital evidence that was not available at the trial, had repeatedly drawn attention to the injustice that had been done.

But he has never received a penny by way of compensation.

That he deserves compensation no one can deny.

Let it be remembered that he was put to all the indignity of a public trial and the expense of defending himself against false charges.

His conviction, too, automatically ended his career as a solicitor, and he was struck off the rolls.

After being released with a free pardon he was restored to the rolls by the Law Society.

But though he was thus completely vindicated, he came out of jail with his professional prospects ruined, and he was penniless and in debt. He even had to borrow money for his defence.

Sympathisers subscribed money to enable Mr. Edalji to clear his debts, and he began the uphill fight to redeem his position.

Meanwhile those celebrities who had been instrumental in gaining his release now pressed for compensation, and a special Government committee was instituted to investigate the case.

It was a private committee of enquiry; so private that Mr. Edalji was not allowed to be present or to voice any protest on his own behalf or even to be represented in any way.

The report was severe in its condemnation of the verdict against him, and the committee found no evidence to associate Edalji with the crimes.

Why not Edalji?

But the committee clung to the theory that certain anonymous letters that had been addressed to Edalji at the time of the case had actually been written by himself.

This finding was based on the opinion of a handwriting expert—the same expert who was mainly responsible for the conviction of Adolf Beck, who was subsequently awarded compensation of £5,000.

Apart from this, Edalji was never tried in respect of these letters. Further than this, other letters in the same handwriting were received after he was in jail

Why has Mr. Edalji been denied compensation? Many precedents could be cited

Take the case of Henry Underwood, sentenced at about the same time as Edalji to twelve months' imprisonment for fraud.

He was alleged to have induced women to part with money in the belief that goods would be despatched from a factory which was later found to be non-existent.

Underwood swore he had never seen the women before and, from jail, petitioned Mr Gladstone, the then Home Secretary, without success.

Soon after his release he was again arrested for frauds of an identical character, and, after similarly swearing his innocence, was again imprisoned.

Act of grace

Further petitions brought about an enquiry and an unconditional release in circumstances closely resembling those in which Edalji was freed.

Underwood repeatedly pressed Mr. Gladstone for a free pardon and compensation, and ultimately, when he was giving up hope, notification came that the King had been pleased to cancel both convictions and that the Treasury would pay compensation as "an act of grace."

How is it, then, that Mr. Edalji has been so differently treated? If there are no grounds for compensation, surely there were no grounds for a free pardon?

Then there is the classic case of Oscar Slater, who was awarded £6,000 as compensation for his eighteen years' wrongful imprisonment.

A man named Habron, too, was awarded £600 in respect of his imprisonment for a crime to which the notorious Charles Peace afterwards confessed.

Surely Mr. Edalji, after his terrible prison ordeal and prolonged suffering, has been most shamefully treated.

May every success attend the new effort that is to be made on his behalf.

WEALTH—*and* IMPUDENCE

"WEALTH through the Ages" is the title of an attractively printed booklet being widely distributed without charge by the Economic Finance Corporation, Ltd., 94, Cannon Street, London, E.C.

The corporation invites the public to subscribe amounts from £5 upwards for "specific transactions."

Its aim is to form large capitals by the aggregation of smaller contributions, and to advance these capitals, "together with the company's credit," to industrial concerns requiring the cash.

It claims that such loans are kept under its control, but does not explain how.

What it does stress is that it participates in the profits on the loans it makes, and that those who have subscribed the smaller sums get their due proportion of the proceeds.

This all sounds sufficiently complicated to be impressive to those unversed in big financial deals, and to be in keeping with the lavish booklet already mentioned.

Equally impressive are the legal-looking documents which the Economic Finance Corporation, Ltd., issues in respect of its "specific transactions."

One now before us is headed "Non-Speculative," and is referred to as "Advice Note No. 48, Loan No. 90."

It states that arrangements have been made to utilise a capital of £4,000 for a period of five weeks with the object of financing the purchase and sale "against documents of 385 bags coffee (Tanganyika)."

Anyone with £5 to spare can participate, but no single investor can subscribe more than £500. A profit of approximately 10s. is promised for each £5 invested.

This represents a return of over 100 per cent. per annum.

* * *

How the corporation can claim such a transaction to be "non-speculative" we fail to see; nor is it easy to understand its qualifications for indulging in any big financial transactions.

It is, in fact, an unimportant private company, barely three months old, with a paid-up capital of only £2.

Its offers constitute an impudent attempt to induce inexperienced investors to entrust it with money for operations which no reputable broker would recommend.

ROBBER OF THE *WORKLESS*

A MAN who had been struggling for four years to secure permanent employment thought his luck had changed when he was recently offered a post with a Mr. E. T. Jones, accountant and auditor, of London Road, Portsmouth.

Mr. Jones had advertised for a steady, reliable man to collect accounts, and this applicant was offered a commencing salary of £3 a week on the understanding that he invested £30 as security.

* * *

The poor fellow was at the end of his resources, but his mother advanced the money and an agreement was signed.

Under this the £30 was to be returned at the end of one month, when a guarantee bond would suffice.

When the new employee presented himself at the office, Mr. Jones pleaded pressing engagements, and, handing the new representative a list of firms, instructed him to take a look round and endeavour to gauge their commercial status from outside observation.

The various firms were scattered over a wide area, but the representative managed to visit all in the day.

He was complimented on his work and told to report at the office again on the following morning.

When he arrived he found to his amazement that five other men were also waiting; that they had been engaged in similar circumstances, and that, in the aggregate, they had parted with something like £200 to Mr. Jones.

In addition, some were also out of pocket in respect of travelling expenses incurred in making fruitless enquiries on behalf of their employer.

* * *

It is hardly surprising that Mr. E. T. Jones was not at the office to meet them that morning.

He was found to have decamped on the previous evening, but all efforts to trace him failed.

Jones occupied the office in London Road, Portsmouth, only for a few days, and rapidly succeeded in swindling those who answered his tempting advertisement.

He will very likely operate again in another town, and readers should be on their guard.

JOHN BULL'S SHOP WINDOW

JOHN BULL'S Shop Window brings a Bargain Store to Your Door. Study each offer carefully. Write your name and address clearly. Send money and notes by registered post. Always mention JOHN BULL.

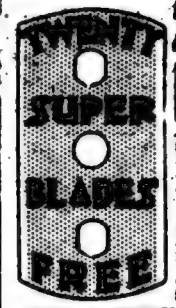
You can send your money to these advertisers as safely as purchasing across a shop counter, for every article is sold under JOHN BULL'S famous guarantee of absolute satisfaction or Money Back in full.

MORE GUARANTEED BARGAINS APPEAR ON PAGE 3

VIVIAN'S SHEDS AND GARAGES.

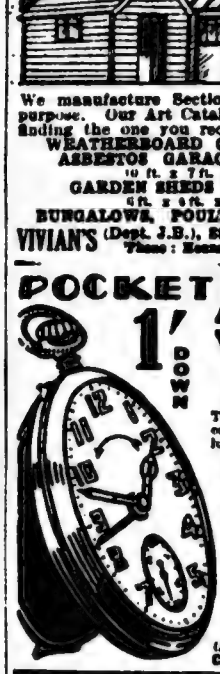
We manufacture Sectional Buildings for every purpose. Our Art Catalogue will assist you in finding the one you require. It's FREE.
WEATHERBOARD GARAGES from £8.
ASBESTOS GARAGES from £8 10s.
10 ft. x 7ft. x 6 ft. x 8 ft.
GARDEN SHEDS from £2 7s. 6d.,
6 ft. x 4 ft. x 3 ft. x 6 ft.
BUNGALOWS, POULTRY HOUSES, ETC.
VIVIAN'S (Dept. J.B.), Staines Rd., HOUNSLOW. 'Phone: Hounslow 0696.

20 BLADES FREE



In order to further advertise the famous "ARL" Razor Blade Sharpener, the quickest, simplest and best method known for sharpening all kinds of blades, we will send one to all Shavers on 7 days' trial together with our FREE OFFER of 20 finest steel British-made Razor Blades. If you are satisfied with the sharpener remit the small cost of 2/6. Cut this out and send now with 2d. in stamps.
THE VERTEX MFG., CO. (Dept 8), 1-3, Mitchell Street, Glasgow.

POCKET ALARM WATCH



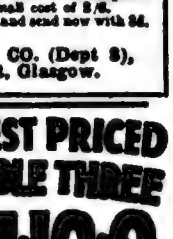
1/ DOWN

LUMINOUS

This amazing new invention is an ordinary size pocket-watch with luminous dial, seconds hand, lever movement, handsome nickel case, keyless wind, clear face, fitted with powerful alarm to remind you of appointments, etc. Standing on own hinged rest by bedside will waken heaviest sleeper. Invaluable when visiting or travelling. Extremely useful presents. Immensely popular. Thousands sold. Three year guarantee. Sent on receipt of 1/-, balance 2/- weekly (17/- in all). Cash Down 15/6. Send to-day.
(A) EDWARDS & JORDAN, 6, Charleville Road, London, W.14.

WORLD'S LOWEST PRICED TRANSPORTABLE THREE

READY FOR USE! £4 10 0



4-VALVE TRANSPORTABLE. Self-contained. No aerial. No earth. COMPLETE with Loud Speaker, Valves, batteries, etc. In polished Oak Case.
Guaranteed for 12 months.
£4. 10. 0 Cash, or 12/6 down and 11 monthly payments of 9/-.
WORLD'S TRANSPORTABLE Sales Dept.,
500, HIGH ROAD, LEYTON, E.10
Trade enquiries invited.

WHIPCORD TROUSERS

5/11

To advertise our 20-page Catalogue of over 200 Government Bargains we are making a special offer to JOHN BULL readers of a pair of guaranteed whipcord trousers for the advertising price of 5/11. Postage 9d.
With strong Lining 1/- extra.
Over 40 in. waist 1s. extra. These are of smart cut, Dark Grey in colour, turned-up bottoms and hip pocket, and as TOUGH AS IRON IN WEAR, AND WE GUARANTEE TO REPLACE SHOULD THEY FAIL. Remember, cash refunded if not honestly worth double. Send to-day, stating waist measurement, and you will receive them per return, together with our catalogue of working men's many bargains.
NUTTALL, 1, Goodmayes, Ilford, E.

NEW HAIR NEXT WEEK

The Famous 'WAVEX' ELECTRIC COMB

NOW 6D

LET GLORIOUS BATTERY 3d EXTRA WAVY HAIR BE YOURS.

A "Wavex" Electric Comb brings hair beauty and banishes all hair troubles—conquers baldness, stops falling hair, restores colour. It costs 6d. (battery 3d. extra) and saves expensive hairdresser's charges. "Wavex" Comb will be sent, complete under plain sealed cover, for 1/- post free from:—
WAVEX, 9, Duke Street, London, W.C.2

. . . or rather, let a Riley Billiard Table do it for you. The 6 ft. size Riley "Home" Billiard Table is delivered on first payment of 19/-, the balance you pay by easy monthly instalments. Cash price £11 18s. 6d. Riley's pay carriage, take all transit risks, and give 7 days' Free Trial.
Riley's "Combine" Billiard and Dining Tables.
Ready for either duty in a few minutes. Can be had in various sizes and styles for cash or easy terms. Riley's are the largest makers of full-size Billiard Tables in Great Britain.
WRITE FOR ART LIST.
E. J. RILEY, LTD., Anson Works, ACCRINGTON, and Dept. 6, 147, Aldersgate St., London, E.C.1.

SALE of the famous ALL WEATHER ELEPHANT HIDENE

SALE

35/- TRENCH COAT for MEN & WOMEN

These perfect fitting, well tailored Coats in the New Wonder Fabric resembling Elephant Hide are being offered during the SALE at the following bargain prices:
MEN'S (up to 44" Chest), 19/6.
WOMEN'S (up to 44" Bust), 16/-.
BOYS' & MAIDS', 13/9 (Usually 25/-) (Up to 32" Chest.)
The Ideal ALL WEATHER Coat. Lined warm Scotch Check Fleece, guaranteed WATERPROOF and CHILLPROOF. NOW ONLY 16/-
PATTERNS & SALE LIST FREE.
FAITH Bros. Ltd., (Dept. J.B.), 236-240, North End Road, London, S.W.6.
SATISFACTION or MONEY REFUNDED.

Colours: FAWN, NAVY, SAXE, GREEN

LESTON JEWELLED WATCHES

FOR LADIES — FOR GENTS

SEND 6d. ONLY

Highly tested cylinder movement, fully luminous dial. Beautiful pure nickel case and handsome leather arm strap. An ideal gift. 6d. deposit, 2/- after approval and 2/- monthly until 17/6 is paid or, if cash with order or balance within 7 days, 15/-.
LADIES' MODEL. Fashion appearance on Black Moire band. Packed in neat presentation box. 6d. deposit, 2/- after approval and 2/- per month until 19/6 is paid. If cash with order or balance within 7 days, 17/6. Expanding bracelet 9/6 extra.
LESTON BROS., LTD., Dept. J.B., 123, Newington Causeway, London, S.E.1

NERVOUSNESS

A Remarkably Interesting Book. Throwing a New Light on the Mystery of "Nerves," Offered Free to All Sufferers.

A genuine Testimonial:
"Such a unique and very valuable course is worth its weight in gold!"

A remarkable book, "The Conquest of Fear" (recommended by Editor of "Health and Efficiency"), describing the cause and cure of Self-consciousness, Blushing, Depression, Morbid Fears, Insomnia, and kindred nervous disorders, sent privately to sufferers for 8d. only. Send for a copy now and you will be delighted to learn how easily you can conquer your nervous fears!

HENRY J. RIVERS (J.B.76), 40, Lambs Conduit Street, LONDON, W.C.1

FOR LIMITED PERIOD ONLY

BARRY'S GREAT ONCE-A-YEAR SALE

BARGAIN TIME WITHOUT PARALLEL IN GENT'S MADE TO MEASURE TAILORING.

SCOTTISH WOOLLEN

35/- 45/- 50/-

MADE TO YOUR MEASURE!

Your great opportunity is here again—the World famous Barry Tailoring—really high grade measure tailoring in All British dependable Tweeds, Indigo Botany Serge, Cheviots, etc.
Every make and weave of cloth for every occasion will be found in these amazing sale ranges. EVERY INCH BRITISH. EVEN GENUINE SCOTTISH WOOLLEN ASSOCIATION cloths for which as much as 5 guineas, 6 guineas and 7 guineas are asked elsewhere are included in our record value Sale.

WRITE OR CALL

SEND FOR FREE PATTERNS AND UNFAILING SELF-MEASURE CHART.

(This is so sure and assuring that we forfeit £2/2 over and above the sum you pay if we fail to fit you from your self measure.)
OUR FASHION BOOK SHOWS THE LATEST LONDON STYLES.

ALSO DURING THE SALE PERIOD The BARRY MILITAIRE

A £4-4-0 Fleece lined All-weather Coat in Latest Putty Shade or Navy Blue
Price 19/6 Post Paid to your Address

The "MILITAIRE" is made in fine, reliable, super-spun Cloth, with storm-defiant "PARABAR" interproofing and elegant camel shade fleece lining throughout. Absolutely impervious to rain, sleet or snow.

Overseas Postage 3/6 Extra.

ALSO IN NAVY BLUE IF PREFERRED

Cut with full, ample skirt, deep storm collar. No dressier coat or more sportsmanlike coat was ever produced. Ideal in all climates.

Must not be confused with the imitation leather coat.

The Militaire is quite, quite different, and equally dressy in dry weather as in wet weather.

Post us your remittance for 19/6, giving us your height and size round chest, over waistcoat. State whether Blue or Putty shade preferred.

Sent "CASH ON DELIVERY" You pay the Postman.

Also the Ladies' MILITAIRE
In latest Putty Shade or Navy Blue.
Price 19/6 POST PAID
Lengths: 38, 40, 42, 44, 46in.

S. A. BARRY & CO. LTD.
(J.B. Dept.) 26 CITY ROAD, LONDON, E.C.1
OUR ONLY ADDRESS. WE HAVE NO BRANCHES

THE CHOICE OF A CAREER.

Forty leading men have contributed to a feature which gives a survey of present day opportunities to young men and women.
This is one of many interesting features in the new edition of the "King's English" Dictionary, which also contains a Dictionary of Health, a Dictionary of Wireless Terms, a Supplement on Motoring and Aviation, and many other interesting supplementary features. This remarkable book will be sent on approval for five days' free examination by British Books, Ltd., 86, Strand, London, W.C.

Send the Coupon on Page 34, NOW!

A DANGEROUS FRIENDLY SOCIETY

Weekly Informations from SIR WYNDHAM CHILDS

DURING recent months my correspondence from JOHN BULL readers has revealed cause for disquietude concerning the operations of a number of friendly societies of mushroom growth.

So steady and irreproachable has been the rise of the friendly society movement in Great Britain that the very words "registered friendly society" have become synonymous with integrity, sound finance, and the truest principles of mutual benefit.

But I have ample evidence in my files that lately the friendly society field has been invaded by adventurers who are trading for their own ends upon the past reputation and reliability of the movement.

They are exploiting one somewhat disturbing flaw in the legislation by which societies of the kind are governed.

It is that any individual, however worthless or penurious, can promote a friendly society and have it registered.

It's easy

All he need do is to get seven men or women together and persuade them to declare that they are members of his society.

Then the Registrar of Friendly Societies cannot refuse registration, even though it is apparent that the society has no funds, is actuarily rotten, and is offering fantastic benefits for ridiculously low contributions.

I direct attention specially to a society which obtained registration about six months ago, and which has since been conducted in the queerest conceivable manner.

It is named the Midland Thrift and Benefit Friendly Society, boasting the register number 8787 Lancaster.

My suspicions regarding the genuineness of this society were aroused when I became aware of certain advertisements appearing in its name in newspapers throughout the country.

These were offers of posts to local representatives, employment being conditional upon the investment of money with the society.

Stretching it

It was an elastic proposition, and an applicant was apparently assessed upon his possible means.

If he handed over £50, for instance, he was offered £2 10s. per week plus commission; if £10, the offer was £1 10s. weekly; and if £5, £1 weekly.

This was obviously nothing more than a money-getting device being exploited under cover of the statutes, so I caused further enquiry to be made.

No reputable friendly society would ask its representatives to pay for employment. It would be satisfied with fidelity bonds.

The Midland Society has its registered office at 24, Dale Street, Liverpool. This is a great block of offices known as The Temple, but the Midland Society is not among the tenants.

One occupier of an office there, I found, had allowed his address to be used as that of the society for registration purposes.

He has taken the precaution of placing an announcement on his office door that no business of the society can be transacted within.

Callers are referred to what is called the Secretarial and Information Bureau of the society in Islington, Liverpool.

This stylishly-named bureau is contained in a bare garret at the top of a narrow, wooden staircase in an uninspiring building.

Garret office

A member of my staff whom I sent there asked to see the promoter and general secretary of the society, who uses the name of Percival Morris.

He was received by a young woman, who said she was the daughter of the secretary. She was also treasurer of the society, and added that she "knew everything about its affairs."

My representative enquired about the conditions of employment, and was told that he could have the representation of the society in South Wales if he paid £50.

"If you care to leave a deposit," the young woman explained, "my father will certainly give you the job."

She also handed over a copy of the rules of the society.

"We are not surprised"

SINCE we exposed the bogus Baroness Jenssen in November of last year, her sensational book, "I Spy!" has reached South Africa.

Readers will recall how we unmasked her as an impostor and adventuress, who had posed as an intrepid envoy of the British Secret Service.

We dealt particularly with her London activities, and told of an amazing microphone exploit in her Park Lane flat.

As some of her startling adventures as an alleged secret service agent were supposed to have taken place in South Africa, it is interesting to learn that her statements have been discounted locally in no uncertain terms.

She claimed, for instance, to have been introduced to a certain mysterious Major "X," chief of the Union of South Africa Intelligence Department, at the Royal Automobile Club, Johannesburg.

As a matter of fact, there is no such club there.

Her book also records conversations she had held with her dear friend, Mr. Justice Roos. But this gentleman has publicly denied ever having met her.

Stories of a motor-trip to Bloemfontein, which sounded convincing enough to home readers, have been shown to be ridiculous by those who have any acquaintance with South Africa.

She speaks of a journey between Pretoria and Vredefort taking twelve hours, while the remaining distance, from Vredefort to Bloemfontein, was accomplished in one and a half hours. The distances are 84 miles and 180 miles respectively.

More absurd still is a reference made by the baroness to Umtata, which she describes as a "purely native town." It is, technically, the equivalent to a cathedral city.

In many other respects her geography and topography are proved to be at fault, while those on the spot complain that she has very confused ideas of the respective duties of the C.I.D. and the secret service or intelligence departments.

That her South African exploits constitute a tissue of lies is clear; but we are not surprised. It is at least consistent with all we had to say about her activities in our original exposure.

Sir G. Stuart Robertson, K.C., Registrar of Friendly Societies

Sir Walter Kinnear, Insurance Controller, would be interested in this society's preposterous offer of benefits

These rules, I find, have been copied word for word in essential parts from the rule-book of a well-known railwaymen's friendly society of high standing.

A magnificent-looking scheme of sick and funeral benefits is offered to those who may be induced to become members of the Midland Society.

It is spoiled only by the fact that it is too good to be true. Any actuary with a knowledge of friendly society finance would condemn the whole affair without second thought.

A special bait has been prepared to catch members and their subscriptions. It is called the Loan Department, which is supposed to exist to give financial accommodation to members.

Only three months' membership and a payment of 6s. 6d., it is made to appear, are sufficient to obtain a loan of £5 to £50.

And the society reserves the right to fix any amount of interest it chooses, and the interest is always deducted in advance from the sum borrowed.

Further, the applicant for a loan has to find two other members as guarantors.

A few words about Percival Morris, the man behind this peculiar society.

My records show that he was a pitworker, and until about a year ago he lived in a kind of caravan at Deal. His name then was not Percival, but Philip Morris.

At Deal he represented a well-known assurance society for a time, but had to be summarily dismissed, and is posted in its books as a defaulter for failing to remit money collected.

Then he become associated with the bogus insurance promoter, J. W. Howell, whom JOHN BULL has had to expose, and who was convicted in London a few weeks ago.

Let him look—

He is a man without means, and totally unfitted to launch or direct a friendly society.

It seems desirable that the Registrar of Friendly Societies should make a survey of the methods and affairs of the Midland Thrift and Benefit Society.

BOGUS BARONESS: *Spies and Lies*

WHO'S TO BE THE STAR?

A £950 cheque for a single performance! That is the record reward which may be yours for starring in *Bullets* this week.

Apply for the part by writing a few well-chosen words on one of the coupons on page 35. But if you want to fill the bill and your pockets, be quick—you have one week only to act!

KOTALKO'S TRIUMPH AS A HAIR GROWER

KOTALKO TRUE HAIR GROWER

Are you losing hair? Becoming BALD perhaps? Have you thin, dry or scanty hair, or dandruff?

KOTALKO TRUE HAIR GROWER

Complete New Growth

Nr. Nuneaton.
I had no hair on my head at all, not a single hair. At the General Hospital they said I should never have another hair as long as I lived. A hairdresser whom I consulted confirmed this.

Seeing how many had got new hair by using Kotalko Treatment, I bought Kotalko and Kotalko Soap and used them for a few minutes every day. The new hair soon began to grow, and now no one seeing me would credit I had been bald. The hairdresser and many others can confirm all I say. I now have a complete new growth of hair in natural colour after having been perfectly bald.

James Bindley.

Big Bald Patch

Bedlington.
My Husband's head was in a terrible state. One big bald patch on the top of his head was the size of a teacup, on which there was not a single hair.

We had spent pounds in trying to get this condition different and even our doctor had given up all hope.

We were recommended to send for Kotalko, and it was the best investment we have ever made.

We are sending you a photograph showing the condition of my husband's head now, by which you will see that we have much to be thankful for, and we shall never fail to recommend Kotalko.

W. Jobson.

Friends Astonished

Nr. Alfriston.
I had lost all my hair. It began to fall out in patches, and within a very short time I was completely bald.

Seeing Kotalko advertised, I decided to try it, for although I had been using an ointment given to me by the doctor, no progress was evident.

The action of Kotalko was marvellous, for before many weeks had passed I was once more the possessor of a head of lovely, wavy hair.

All our friends are astonished with the new growth.

C. Bennett.

Do not Despair, But try Kotalko.

MANY who had given up hope after using numerous remedies without result are now happy in possessing fine heads of hair through the use of Kotalko.

The originals of all these letters and photographs are on file. They are but a few of the thousands of letters of recommendation and praise for Kotalko the True Hair Grower, in which customers testify to the following benefits:—

New hair on bald heads.
Scurf removed.
Falling hair stopped.
New hair on thin places.
Scalp supple and comfortable.
New life in the hair.
Lustrous, glossy appearance.
Thicker and longer growth.
New growth on bald patches.
New growth where hair was lost through burns or X-ray treatment.

100,000 TEST BOXES

Readers of this paper who are troubled by falling hair, dandruff, and baldness are invited to send for a test box at once. A distribution of 100,000 testing boxes is now being made. To obtain a box it is only necessary to send threepence in stamps to the address below.

Send or Copy this COUPON.
Please send me, post paid, Testing Box of KOTALKO with directions, for which I enclose Threepence in stamps.

NAME .....

ADDRESS.....

.....

J. HART BRITTAIN, LTD., 2, Percy St. (53.S.A.), London, W.1.

Marvellous Results

Newport.
When I began using Kotalko my scalp was like an egg, so I was sceptical of success. However, I decided to give Kotalko a trial, and the results were so satisfactory that I continued with it for six months, and my photograph will show you what a great success Kotalko has been.

My head during the period I was using Kotalko was constantly under inspection by people who had doubts as to the growing power of Kotalko, all of whom are now astonished at the marvellous results obtained.

I have a fine head of hair now, which is still growing and is in a healthy condition.

Ernest Stroud.

Hair Stopped Falling

Kings Lynn.
I had several bald patches and my hair was dry and brittle, and constantly falling. I tried two or three preparations, but without satisfaction.

After using Kotalko for one month, there was a wonderful improvement in the general hair growth, and soon after new hair could be seen coming along on the bald spots. Now after using four boxes, my hair is in splendid condition and looks as well as it ever did. The new growth on the bald patches is the same colour and just as curly as the rest of my hair. I am glad I did not give up hope.

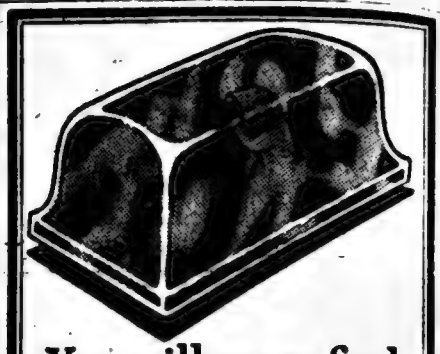
H. A. Ward.

Splendid Hair Growth

Nr. Rotherham.
I was a perfect object without a particle of hair. A doctor's treatment did not make the slightest difference. I then tried many sorts of hair restorers, but still without results, and I got quite downhearted, as I thought I was going to be bald for the rest of my life.

I then sent for a sample of Kotalko, after which I used four boxes, and to my great surprise I found that my hair was beginning to show signs of vitality, and now twelve months after I first began using Kotalko, I have obtained a splendid growth of hair, as my photograph will show you, the new hair also being its natural colour.

Augustus Dale.



You will never find another sweet so pure and wholesome—so delicious and soothing—so digestive and refreshing as

FOX'S GLACIER MINTS

THE FINEST PEPPERMINT IN THE WORLD.

REAL LUCK You have never had such a chance before

EVERYBODY loves music; it brightens the home, cheers up dull moments and makes life happy and pleasant. This high-quality Portable Gramophone is made throughout in our own Factory, and is the soundest and most popular-priced instrument ever offered to the music-loving public. With every instrument we present 12 Half-Crown Double-sided Records, making 24 Musical Selections of Songs, Dances, and Instrumental performances by talented Star Artistes and First Class Bands. The entire outfit at our Bargain Price costs £3: 10: 0 and is sent carriage paid for 5/- now. Balance 5/- monthly. Fullest approval allowed. Try it in your own home and if you are not more than fully satisfied, return the Outfit carriage forward at our expense.

5/- NOW

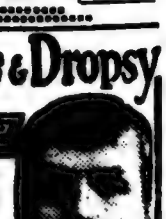
WRITE FOR CATALOGUE

Gramophone Bargains in all styles. Wherever you live our Keen Prices and Easy Terms suit you

With 12 Half-Crown Records

J. G. GRAVES Ltd. SHEFFIELD

Weak Kidneys & Dropsy



Mr. NORTH, 28, Wilton St., Bradford Rd., Batley, writes:—"I have been a great sufferer from Weak Kidneys and Pains in the Head, which developed into Dropsy and Gravel. I was told by my doctor that my case was hopeless. I decided to try a course of Vitadatio and soon noticed an improvement. I took courage and persevered until all trace of pain and disease had gone, and I am now in splendid health."

If You are a Sufferer get a Bottle To-day.

Vitadatio

Invaluable for Blood Troubles, Liver, Kidney and Internal Ailments. Sold by Boots, Taylors', Timothy Whites, and most Chemists and Stores, 3/- and 5/- per bottle, or by post 6d. extra, in Great Britain only. Special £1 - Bottle, containing 3 weeks' supply, for Export only, post free from VITADATIO, No. 181, ARMLEY, LEEDS.

SEND FOR FREE BOOK OF TESTIMONIALS

GOOD CLOTHES FOR MEN

Stylish OVERCOATS in all the most attractive and reliable Cloths, at 42/- 56/- and 63/- Small Deposit and Easy Monthly Payments. 30 years' reputation for Good Tailoring. Good Style, Good Fit and Good Quality. Complete range of Patterns now ready and Post Free, with simple self measurement form and instructions. Satisfaction guaranteed.

J. G. GRAVES Ltd. SHEFFIELD

Wicked Torture of Animals

by E. ROFFE THOMPSON

THERE are many things that distinguish the Englishman from other races, but one of his most outstanding traits is his love for and kindness to animals.

Conscious cruelty to animals is so rare as to cause a minor sensation every time a magistrate's court drags an instance to light.

But there are 16,000,000 animals every year about which few people ever think—the animals that are killed for food in our slaughter-houses.

And it is a matter of some very considerable importance, I think, to determine whether these animals are killed scientifically and expeditiously.

Simple issue

The point is, since we are a meat-eating nation and must necessarily slaughter millions of animals, can we be assured that the minimum of suffering is involved?

It is more than a question of sentiment. It is also a question of hygiene. A terror-stricken animal produces poisoned meat—so that here is common ground on which humanitarianism and self-interest meet.

The issue is a perfectly simple one—shall animals be slaughtered by the old methods of the pole-axe and the knife, or by the new "mechanical killer"? One or the other must be the better way—which?

It might be thought that, faced with such a simple issue, there would not be much difficulty in getting solid evidence on either side. That is what I thought, but the farther I went the more confusing the matter became.

I am, however, quite convinced of this—that it is the duty of the Ministry of Health to have a scientific investigation of the matter forthwith, and put the question beyond dispute.

It already has a model by-law which provides for the slaughter of all animals by the mechanical killer. So far 370 local authorities have adopted it.

But as there are some 2,200 local authorities in the country, it is important to find out why the rest have not fallen into line.

Poor pigs

Scotland has enforced the use of the mechanical killer since 1928—but has excepted pigs.

Denmark sends us every year £27,000,000 worth of bacon, none of which has been mechanically killed.

The Netherlands and Sweden, on the other hand, send us £7,000,000 worth, every bit of which has been so killed.

The mechanical killer is already in use in twelve European countries, and in the United States widespread investigations are being carried out.

I do not want to harrow my readers' feelings, but if we are to think coolly about the matter we must be in possession of certain facts.

Just before Parliament rose for the Christmas recess a Bill to enforce the use of the mechanical killer received its second reading. I quote from the speech of Lt.-Col. Moore, who introduced it:

"Let me give some figures from a report of the Health Department of the London Corporation, which carried out an impartial investigation in 1913, and published its findings in 1925.

Lt.-Col. Moore photographed with a mechanical killer and a pole-axe, "the grim weapon"

"A hundred bulls that were slaughtered required 250 blows with the pole-axe, 100 oxen required 123 blows, 100 cows required 127, and 100 pigs required 155. For 400 animals, 655 blows of the pole-axe were required.

"There are instances of which I myself have been the witness of four, five, six and eight blows being required for one animal."

That would seem to be direct and conclusive evidence.

But when I referred Col. Moore's statement to one of the biggest men in the London meat trade, a man in the business for forty years, he replied:

"I have heard tales like this for years; but if they are true they amount to cases of gross cruelty, and why has not the R.S.P.C.A. prosecuted? That is its job. It's what it is there for."

On the other hand, there is Mr. James Dodds, superintendent of the Carlisle public slaughter-house.

"I have seen," he says, "three, four, five and over ten blows levelled at an animal before it has been brought to the ground. . . .

"At Belfast and other places I have examined heads with many punctures, and also witnessed more suffering than my readers could bear to hear described.

"Not once, but many times, butchers have said to me: 'How can anyone in the trade deny that these things happen?' And yet officials of our trade do deny it."

That they do deny it, I can confirm. Yet the evidence is overwhelming.

I confess I cannot understand it. The pole-axe, a grim weapon, requires icy nerve, unswerving steadiness of aim, and an immovable animal.

The mechanical killer—there are half a dozen types, all of proved efficiency—requires nothing more than ordinary care.

"The slaughterman," said Col. Moore, "quietly, and without any anticipation on the part of the animal, puts the weapon to the appropriate part of the animal's head.

"The trigger is pulled, the bolt is discharged, the animal falls to the ground, and utter unconsciousness is immediately caused.

"Is not that the best way of putting to sleep those animals whose meat we require?"

It may be ignorance on my part, but it certainly seems the best way to me. And I am, at any rate, supported by men of practical experience.

And it is a fact that the National Federation of Meat Trades Associations is so far towards reform that it is willing to agree to the use of the mechanical killer for the slaughter of larger animals.

There is, in fact, such a large measure of common agreement already that a searching and final enquiry by the Ministry of Health, on which to base legislation, is an obvious next step.

If we did the job properly we should insist that no animals were slaughtered except in properly built public abattoirs, open to inspection.

Cruelty rampant

The objection I have to Col. Moore's Bill is that it leaves out entirely the smaller slaughter-houses owned by private butchers and the farms.

I could not find even officials of the meat trade willing to deny that cruelty was rampant there.

Up-to-date public abattoirs, quite apart from the controversy about the actual methods of killing, are a necessity, not only to minimise cruelty to the animals, but in order that people may know exactly what they are eating.

That is why I say this matter is far more than a question of sentiment.

Nobody with a spark of humanity can wish anything except that the vast army of animals slaughtered every year for food shall be killed with the minimum of suffering.

I think you would find the members of the meat trade wishing that as wholeheartedly as the rest.

Is there, or is there not, avoidable suffering in our slaughter-houses—suffering which is reflected in poisoned meat?

I have had the opportunity of studying mountains of evidence, and to my mind, despite the conflicting nature of much of it, the only possible answer is an emphatic "Yes!"

Put an end to it!

Equally emphatic is the testimony that the mechanical killer does away with much, if not all, of it.

There is only one conclusion to which any reasonable person could come—that in the background of our civilisation lies a dark shadow which few see, and fewer still care to think about, a shadow that lingers because prejudice and conservatism hinder its removal.

It is time that the evidence was scientifically collated by the Government Departments concerned, and an end put to what the majority of people have an uneasy feeling is one of the hidden scandals of the country.

The Human Machine

There's No Escape!

THEOSOPHISTS say that everyone is surrounded by an "aura," an impalpable atmosphere pulsating with colour, and reflecting every thought, every mood and every emotion. They claim that clairvoyants can see these auras.

They may well be right, for those of us who are not clairvoyant have little difficulty in sensing the atmosphere that people bring with them. Some people quite obviously radiate gloom and depression, just as others clearly shed cheerfulness, friendliness and happiness.

We cannot help thinking. As long as the brain is alive it will go on producing thought, whether we wish it or not. All we can do is to see that it produces the right kind of thought. We can direct our thoughts and see that we surround ourselves with the right kind of atmosphere.

More often than not we blame others when we are unhappy. We blame the world. We accuse life. We try to run away from unhappiness in order to find happiness.

If others can feel the atmosphere with which we surround ourselves, is it not obvious that we ourselves must feel it most keenly of all? Then why not stop creating what we don't like?

Every poison has its antidote, and the antidote for gloom is cheerfulness. The cure for black thoughts is cheerful thought. The medicine for pessimism is large doses of optimism.

The world is how we see it, just as life is what we make it. Happiness and unhappiness are only relative terms—and they are nothing but a state of mind. It is rather strange how reluctant most of us are to be our own friends.

THUNDERBOLT

....existing coupon values scattered to the Winds.....

B.D.V. makes Coupon Collecting a National Pastime.....

The Set that set the New Standard

500 Coupons! Not 1250—the number that would be asked for similar value in many other gift schemes! The magnificent Kolster-Brandes 2-valve Set merely points out the new B.D.V. Standard of values—the Standard that now applies to all B.D.V. Gifts.

The most compact of all 2-valve sets. Size 7¼" by 7¼" by 7¼". Highly sensitive regenerative receiver. Pure-toned loudspeaker of novel design built in lid. Polished dark figured-mahogany finished case in beautiful Bakelite. Complete with two Fotos valves and full instructions.

FREE FOR ONLY **500** COUPONS

B.D.V., the cigarette that set the Standard in coupon values, *goes further ahead.*

Present day trading conditions enable us to buy in volume in the right place and at the right time. By placing immense contracts with manufacturers who are anxious to keep their workers on full time and by working on minimum profits ourselves we are able to announce the sensational new B.D.V. values.

Now—every B.D.V. coupon is worth four—five—six times as much as coupons in other gift schemes.

Even B.D.V. gifts can be had for as low as half the number of coupons hitherto required.

We do not offer more coupons per packet, we give more value for coupons and charge only 11½d. for 20.

Compare the astounding values in the accompanying panel.

Smoke only B.D.V. for highest value in cigarettes and gifts.

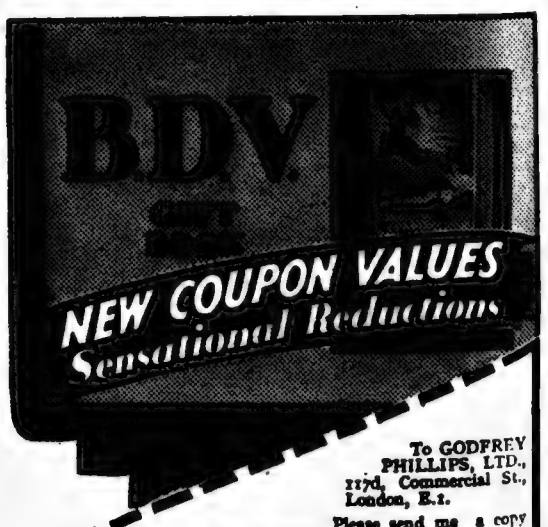
✱ **SPECIAL NOTICE** *All new B.D.V. values now in full operation.*

Just a few of the astounding coupon-reductions. All other gifts similarly reduced.

ART SILK STOCKINGS. Made from famous ... yarn. Picot heel. Plain gauge. Fashionable shades. Sizes 9½ to 10½. NOW	75 / 25	GOODSON RECORDS. Featherweight! And never need new needles. All the latest numbers. NOW	30 / 20
✱ 13 PACKETS OF 20—ONLY		✱ 10 PACKETS OF 20—ONLY	
PURATONE SOUND BOX. For perfect gramophone reproduction. Once set, never needs adjustment. NOW	100 / 30	PEARL NECKLACE. Beautiful three-strand artificial pearl necklace. Like real pearls! NOW	100 / 30
FOTOS VALVES. A wonderful new long-life valve. Improves every set. NOW	150 / 50	'MATCH' FOOTBALL. Brown leather case. Pure Para rubber bladder. A real goal scorer! NOW	260 / 80
'OLD ENGLISH' TEAPOT. Richly chased. Sheffield silver-plated. Elegant shape and design. NOW	275 / 125	'SIGNET' FOUNTAIN PEN. 14-ct. gold nib. Self-filling. Fully guaranteed. Usually sold at 10/6. NOW	120 / 50
BREAD KNIFE. Latest 1930 saw-edge. Sheffield steel blade. Comfortable, well-balanced handle. NOW	65 / 25	LADY'S CHUBBY UMBRELLA. Black bordered taffeta cover. Solid frame. Fancy goloshe handle. NOW	260 / 100
LADY'S OVERALL. Wrap-over shape. Red or blue spot on charming ecru ground. Fast colours. NOW	90 / 35	3 TABLESPOONS. In 'Jesmo' design, made throughout in 'Silver,' or 'Old English' design in E.P.N.S. NOW	105 / 40
LADY'S MACKINTOSH. Reinforced seams. Loose fitting, with pockets and storm cuffs. Very smart! NOW	285 / 125	HOT WATER BOTTLE. Seamless rubber. Very tough and durable. Easy filling. Famous British make. NOW	150 / 45
PURE SILK STOCKINGS. 108". Pure silk. Picot heel. Double garter tops. In all fashionable shades. NOW	140 / 55	✱ SMOKER'S KNIFE. Sheffield made. Narrow blade for scraping. Spike and tobacco reamer. NOW	65 / 25
✱ 28 PACKETS OF 20—ONLY		✱ 13 PACKETS OF 20—ONLY	

B.D.V

20 for 11½D with 2 Coupons worth 3 TIMES other coupon Values



✱ EVEN LESS COUPONS ARE REQUIRED FROM B.D.V. TOBACCO—EACH TOBACCO COUPON BEING WORTH 1½ CIGARETTE COUPONS.

GET THIS GIFT BOOK FREE FOR YOURSELF THE SENSATIONAL REDUCTIONS

To GODFREY PHILLIPS, LTD., 117d, Commercial St., London, E.1.

Please send me a copy of the amazing B.D.V. Gift Book showing the astounding coupon values which will enable me to get my gifts in less than half the time!!

Name.....

Address.....

.....

A/B

Without Fear or— —Favour

"HE COULD A TALE UNFOLD!"

DIRTY WORK IN THE PITS

ALTHOUGH we fervently hope that the Mines Department's campaign for greater safety in the collieries will achieve tangible results, there are several points which cause us to entertain uneasy doubts.

Large conferences of owners, men's representatives and men are being held in important coal centres, and one might naturally suppose that a general discussion and a pooling of ideas and experience must bear fruit.

But, from facts before us, we cannot help feeling that if the Mines Department wishes to get at the truth it must seek other means than public conferences at which the miners themselves are requested to air their views.

Most miners could say a great deal if they chose, but their revelations would entail the exposure of their superiors, with the possible effect of jeopardising their prospects of future employment.

For it cannot be disputed that far too many accidents in the mines to-day are attributable to irregularities and the wilful neglect of existing regulations.

Miners' lips sealed

THE present system of Government inspectorship is not sufficiently stringent. There should be more frequent surprise visits, so that actual working conditions could be seen.

It is, we fear, a common occurrence for m.. to work in from 3 to 3½ per cent. of gas, although 2½ per cent. is the legal limit at which they should be withdrawn from the affected workings.

A case is before us where men were working in gas higher than the legal figure when an inspector visited the colliery. While he was descending the shaft the news of his arrival was telephoned to those in the mine.

The affected workings were hastily fenced off, and the men set to work in other parts of the mine until the inspector had concluded his tour.

With such flagrant breaches of regulations is it surprising that colliery accidents are not being brought down to the lowest possible level?

And is it likely that miners will divulge such scandals at conferences where they have to face their managers and employers?

Hampered from above

IT too often happens that the deputy or fireman, who is officially responsible for the safety of a shift, is placed in an incredibly difficult position.

The Coal Mines Act definitely states that a deputy's wages "must not depend on the mineral to be gotten," but the unfortunate official may be liable to censure or dismissal if the output from the district under his charge is lessened.

Indeed, it is no exaggeration to say that deputies are sometimes hampered by the management in doing the protective work which is their special duty.

Evidence of this is afforded by a case which arose only three months ago.

When nothing happened—

A MAN and a youth had to traverse a road 70 yards long, 3 ft. high and 6 ft. wide, the roof being studded with protruding stones and rock.

Stones measuring 4 yards in length had been known to fall in that travesty of a road, and the slightest touch might have brought others down.

Its terrible condition, which would have frightened the most hardened miner, was reported by the deputy to the management.

There it ended. Nothing was done to make the road safe.

Many deputies, too, have such large areas to cover that it is almost impossible for them to make a thorough examination of the workings.

We know of one who was responsible for three districts, between which the distance was very considerable. He worked from 8.30 p.m. to 6 a.m.—nine and a half hours—in the course of which he was expected to make three inspections.

If any mishap occurred anywhere in his area, such as a burst cable, he was obliged to stand by until a repair had been effected, even though he missed an inspection by so doing.

This particular deputy was once short of men for a coal-cutting machine. He informed the manager, and this was the answer: "We must have coal from district No. — to-morrow, so you had better spare two or three hours and go with the cutter yourself."

This made it impossible for the deputy to make any inspection during that shift, though inspections are supposed to be compulsory by law.

In another instance a deputy was in charge of five districts and, in addition to statutory duties, he was bound to supervise four water-pumps. What chance had he of safeguarding the miners with such excessive calls upon him?

How a deputy may even be overruled is shown in a case of one with thirty years' experience who, locating the presence of fire-damp, decided that it would be unwise to fire a charge.

Ghoulish hoodwinking

AN under-manager, enquiring why coal was not coming from this particular section, ignored the deputy's advice and fired the charge himself. By a miracle there was no disaster, but numerous miners' lives were unnecessarily ndange ed.

In some instances where a defiance of regulations has led to an accident, belated steps have been taken to hoodwink higher authorities.

When a miner met with fatal injuries at a certain pit his fellow-workers were at once detailed to "doctor" the scene of the accident.

"Manholes" are compulsory at fixed intervals and are the men's only means of getting out of the way of swiftly moving wagons on narrow roads.

No "manholes" had existed in this instance before the accident, but they had been prepared by the time the Government inspector arrived on the scene.

A man was killed in another pit, and when his body was recovered from under the fall, the deputy found that no props had been set for a distance of 3 yards, though the law requires workings to be timbered at intervals of 4 ft. or 5 ft. So the deputy ordered four props to be placed under the *débris*.

The inspector concluded that they had been in position before the fall. "Accidental death" was the inquest verdict.

The unfortunate deputy, as we have shown, is often between the devil and the deep blue sea. If his coal output is down he has an irate manager to face; his demands are liable to be ignored and his decisions overruled.

Powerless

ON the other hand, when a fatal accident occurs things can be very unpleasant for him if he has not a good enough story for the coroner.

In other words, the deputy is little more than a figurehead. It has been suggested that he should be a State official and not a mine employee, but whether such a change is practicable or not, it is certain that he is often powerless under the prevailing system.

The existing regulations are, of course, sound; the trouble is that they are not being enforced with sufficient stringency.

Let the Mines Department look into some of the scandals here enumerated and it will find more than sufficient material on which to begin the urgent action for which we call.

Hatches, Matches AND Despatches

"Baby fingers help to make the money flow"

BIRTHS, Marriages and Deaths—the beginning, the promise and the end of life. There it is—the greatest, most gripping, most graphic serial of them all—tucked away in the remote columns of the newspapers.

It has stirred, staggered, fascinated, shocked and absorbed hundreds of millions in the past. It will enthral thousands of millions in the future.

It is a story for everybody, because it is everybody's own story. You are born, you marry and you die. None can stay the inevitability of the plot. Yet it is all so simple.

There is a "long and powerful instalment" every day. Crisp, formal, stereotyped, yet steeped in human interest.

Grief stalks there hand in hand with joy. Romance is there tinged with regret. And love and sacrifice and suffering. All in the story.

Births, Marriages and Deaths—a gigantic industry as well as a mammoth story.

In terms of financial expenditure, employment of labour, dedication of brains, and the spurring-on of progress, its multiple threads are unrivalled as a national business.

It is an industry that must go on. There can be no surrender.

Reflect, first of all, on the fact that over 600,000 babies are born in England and Wales alone every year. The official figure for 1929—the last available—was 643,675.

They are born in debt, these innocents, to the tune of £167 per little head, though they may never live to earn a penny.

That, ironically enough, is their heritage—a share in the National Debt!

Busy baby

But consider, if the stork missed a year! If there was nothing "under the gooseberry bush," the doctor's "black bag" was empty, and these 600,000 little souls did not arrive.

What a blow would be directed at employment, at incomes big and small. For baby fingers help to turn the wheels that make the money flow.

It would be a poor sort of birth and a shabby outlook for a baby that arrived without running up a bill from £15 to £20 for its parents.

In higher grades of society such sums are multiplied many times over.

Millions go into the melting-pot every year on the strength of this annual army of 600,000 recruits to the race.

The dairies and the patent-food firms alone make fortunes and employ thousands. Doctors, midwives, nurses, nursing homes, pram and cot makers, manufacturers—all take their share.

Five guineas is a popular maternity fee, but it can be as low as a guinea or as high as fifty.

Striking a modest average of only a couple of guineas per confinement, that means nearly a million and a quarter of money for the medical men—but it works out at far more than that.

Shops' harvest

Nurses may be in the house visited by the stork for from two weeks to a month, at a fee of anything from three guineas a week.

There is the extra help required about the house, the extra food and washing, the additional nourishment for mother, and this and that from the chemist.

Baby's outfit must be prepared; even should mother fashion these little garments with her own fingers, a five-pound note does not go far. The 600,000 provide a little harvest for the shops.

There is 25s. more to be found for the untrimmed cot and, say, seven guineas for a respectable pram. And father must put his hand in his pocket for the State, too—to buy the birth certificate.

There is more money to be found for the baptism. The christening robe must be bought; possibly there is a cake. Godfathers and godmothers must buy the inevitable mugs and spoons.

The country is riddled with nursing-homes, many employing large and skilled staffs. Fees range from three guineas per week upwards.

Five guineas a week for three weeks is a fairly popular charge, but the fashionable homes reap a rich harvest from the wealthy.

There are skilled staffs, too, for the many splendid maternity-wards of the hospitals.

Nor must we forget the tragic little illegitimates. They average nearly 30,000 every year; there were 29,307 born in 1929.

Innocents of the inevitable, they create litigation in the courts. Some are born and maintained at the expense of the State; others at the expense of private pockets.

Well-staffed institutions are maintained that the unwanted shall be born in decency, and that the mothers shall be sheltered and not shamed.

Huge windfall

In a single year at that splendid institution, Queen Charlotte's Maternity Hospital in London, hundreds find a haven of peace and care.

Welfare centres, clinics, adoption societies—where does the list end?

Yes, baby turns the pages of the bank-book all right.

* * *

Death takes sorry toll, but there are those, ironically enough, for whom it has its compensations.

For the State it is a windfall yearly. In the year 1928-29 the net receipts for death duties were over £81,000,000.

For the thousands of undertakers throughout the land it is the essence of their trade.

There were 269,903 deaths last year; millions of pounds poured into the coffers of the undertakers as a result.

Thousands cannot afford to die. They certainly cannot afford a decent burial.

Poverty's big blow

With a coach-and-pair costing something like £3 10s., a single horse and carriage £1 5s., and a humble coffin with the crudest of interments something like £8, it is a big blow to the pockets of the poor.

The funeral estimate of an undertaker in one of the most thickly populated areas in London quotes £15 for an elm coffin and £21 for a coffin of oak; £21 for hearse and carriages, and £4 12s. 6d. for a private grave.

Yes, £50 and £60, as often as not, leaves the home exchequer when a member dies. Millions circulate in the realm of the undertakers.

There are mourning and flowers, tombstones, black-edged stationery, and all the sad entailments of a passing.

But it is marriage that really makes the money roll. The path to the altar is paved with gold—though not for the bride and bridegroom.

It all begins with the courtship.

Real romance, with its love-making courtesies, has come into its own again.

And courtship keeps the money circulating. Chocolates and flowers and jewellery; the movies and the river.

Young couples, indeed, may be said to be the mainspring of the kinema in this country. The romance of the screen heroes and heroines is their romance.

You have only to see the young lovers queueing up for the "nines" and "one-and-threes" to realise their contribution to the kinematograph industry—and what an industry it is!

There is £70,000,000 of money invested in it in this country. It employs over 70,000. The

"The path to the altar is paved with gold—though not for the bride and bridegroom"

£ S. D. of Births, Marriages and Deaths

"There is the fee for the parson, and the clerk bobs up"

New Year will see it further on the upgrade.

Britain will this year make 120 feature-films in its own studios, and over £1,000,000 will be expended in wages and salaries.

The engagement-ring represents a glittering fortune for the jewellers. It is no longer "old-fashioned."

Girls of to-day again pine for "the first, fine, careless rapture" of a ring on their finger, and they get it.

Some 300,000 couples will be married during 1931. Not all the brides-to-be have engagement-rings, or will receive them, but if only half of them have a "sparkler" on the third finger a vast sum of money is represented.

The plunge

So far as the people are concerned, £5 is the average price paid for the symbol of betrothal, but in Society and high circles the price runs into four figures.

The number of marriages solemnised in England and Wales last year was 313,316, and the commonest age for taking the plunge into the sea of matrimony was twenty-four for men and twenty-three for women.

Although there were freak unions of youngsters and the aged and decrepit, the enthusiastic spending of youth in the cause of love was well upheld.

The trousseau—what mother still calls the "bottom drawer"—retains its fascination for the bride-to-be. Admittedly, it no longer occupies the absorbed attention it inspired in years gone by, for girls must work these days.

But it is still the delightful, delicate hobby that it was—this gathering together of the frills and finery to grace the lady of the new home.

The daughter of a good middle-class family might expend anything up to £100 on her trousseau; she will probably lay in household linen to the value of £50.

There are also odds and ends that will cost her or the family another fat sum.

And the wedding reception, for which the bride's parents are responsible—here is good money and plenty for the local caterer, and hotels from the small to the fashionable.

The local man will put up a very good show for half a crown a head per guest.

At first-class London hotels a complete reception, including everything from orchestra to champagne, will be forthcoming for half a guinea to 12s. 6d. a head.

Profits on such catering are more than the outsider would imagine, for guests at a wedding-reception live more on the spirit of the occasion than the food and drink.

Golden circle

Then there is the wedding-ring—another windfall for the jeweller. Two guineas is a fair average price, but many pay less. Some pay more in these days of platinum appeal.

It is certain, however, that a cool million is invested in the golden circle every year.

Then what of the presents? Every branch of trade is represented. Millions are spent every year on gifts to the happy couples who stake their joint claim on life together. Thousands of pounds are circulated on the strength of a single fashionable ceremony.

It is quaint that the act of union itself, the rites that bind man and woman together for better or for worse, should cost so little in comparison with the allied expenditure in other directions, but it represents, nevertheless, a formidable sum.

The clerk of the church where the banns are published takes a minimum fee of 1s. 6d.; the certificate of marriage costs 2s. 7d.

There is a fee of "unknown quantity" for the parson, and the clerk bobs up again for his gratuity.

The cost of a special licence (including stamp) is £30; twenty-one days' notice and 9s. 7d. must be forthcoming for a registrar's certificate, and his licence for a quicker union means parting with approximately £2 15s.

There goes another little fortune of money.

And the new home? What millions go to the building of the "love nest"!

For, despite the silly blathering of the cranks about the irresponsibility of modern youth, the new home of to-day is brighter, more comfortable, more luxurious—though not so cumbersome—than any in the past.

"Millions circulate in all the sad entailments of a passing"

The instalment system has worked wonders. Young couples just beginning life's voyage can live in well-furnished houses of their own, rather than struggle along in two rooms loaded with a few sparse sticks.

Reflect on the fact that there are 1,012 building societies with assets of more than £312,745,883. Last year they lent £240,000 every day, excluding Sundays, to people who wanted their own homes.

That is an amazing figure. It gives the lie direct to those who condemn the leaning of the youngsters towards the "glad and sorry system."

Again, marriage promotes thrift.

Every minute of the day and night a hundred savings certificates are sold.

The small investors of the United Kingdom have lodged savings which achieve the stupendous total of 1,932 million pounds. There is £284,000,000 in the Post Office Savings Bank alone.

And a significant portion of these savings represents the nest-eggs of the married couples and their children.

They have also given the furnishing industry a new lease of life. Never in its history has it enjoyed such custom.

The motor industry, the most prospering in the country, also owes a tremendous debt of gratitude to the young married couple.

Amazing

The week-end jaunt has grown to be a great family institution. Married couples, more than anybody else, put the baby-car on the map.

And insurance. The thinking husband protects his wife and family to-day as conscientiously as he pays the gas bill, be it only through the medium of a life policy for £1,000, which costs him as little as £11 a year.

Here is yet another direction in which marriage puts the money about.

* * *

Glad and sad, Births, Marriages and Deaths is an amazing story—and what an industry!

From the moment Manikin flavour greets your palate you will respond to its soothing taste and fragrance —All the natural goodness of the delicate "tip leaves" with which Manikins alone are rolled is revealed as the cool blue smoke curls softly away.

Manikins are a real solace at the end of a tiring day, and give an added content to a well earned rest.

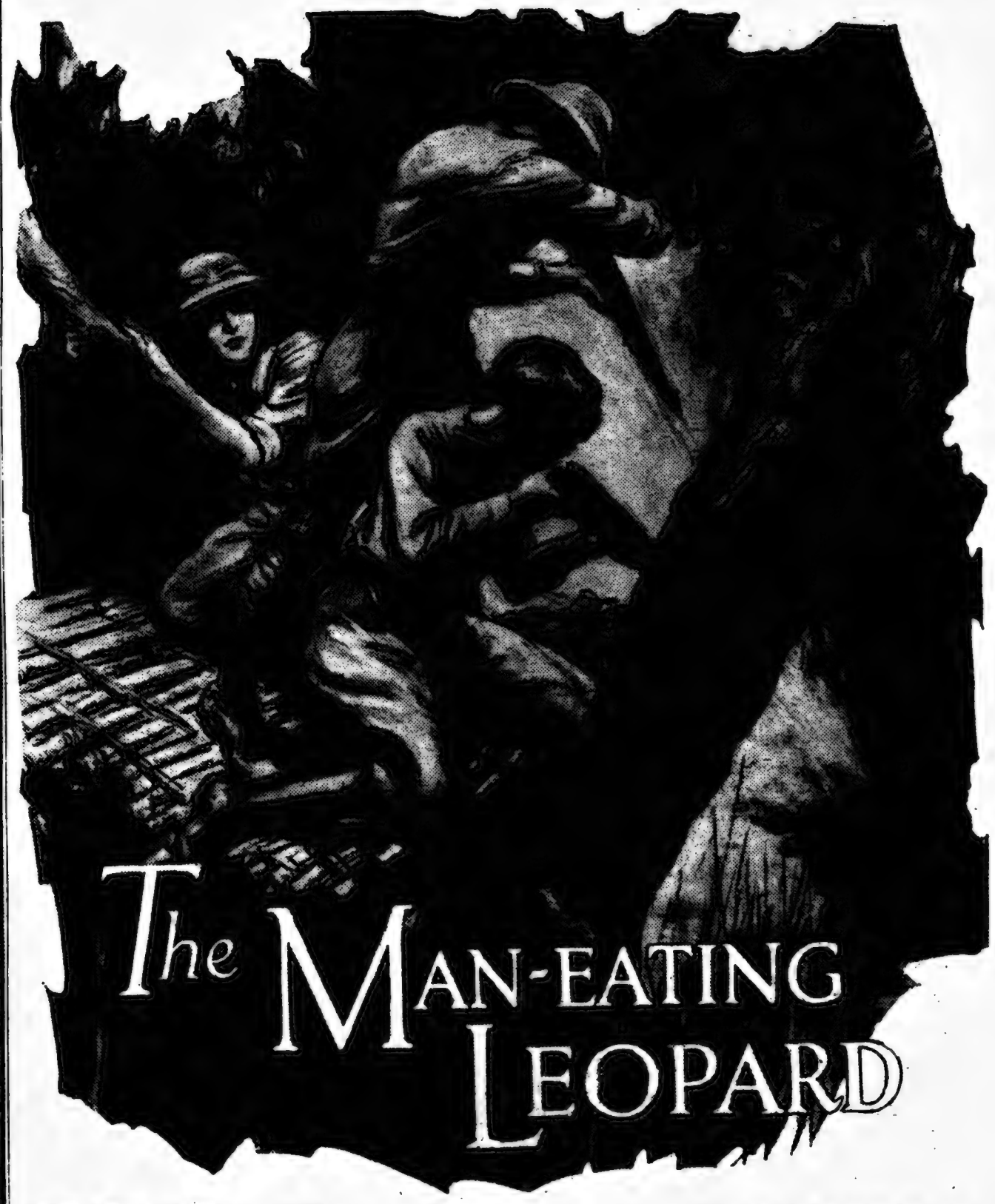
You surely deserve that extra pleasure. Buy a packet to-day—settle down in the old arm chair to-night and light up, and if you don't thoroughly enjoy your evening tell us about it.

MANIKIN
·CIGARS·
MILD HAVANA FLAVOUR
5 FOR 10D.
All Tobacconists Sell Manikins

GOOD BOOTS & SHOES

THE Graves Footwear Department offers you soundest quality and utmost possible value for money. All sizes of Boots and Shoes for all occasions. We thoroughly understand the wants of all classes of wearers, and know how to combine durability with good appearance and comfort. World's lowest prices. Easy monthly payments. Catalogue and Measure Form free. 50 years reputation for honourable trading.
J. G. GRAVES LTD. SHEFFIELD

A Real Life Story—



The MAN-EATING LEOPARD

BETTY CAREY and I were at school together. We went out to India in the same ship and parted tearfully at Bombay, vowing eternal friendship.

She wrote me long and vivid accounts of her doings up country, where her uncle was a prominent official.

Now they were going "into camp" in the district. She wrote that she intended to shoot big game, and was having lessons in rifle-shooting.

What fun it would be if I could come and stay with them! She besought me to accept her aunt's invitation, enclosed.

I found Betty amusing herself with the attentions of two men—a Mr. Molton, who was her uncle's assistant, and Major Chartres, a guest in the camp.

The rest of the party comprised a couple of junior civilians and their wives.

On the day of my arrival, I went for a brief excursion by elephant with Mr. Molton and Betty.

Soon we were lurching along over the flat, dusty country, and presently almost blocking the street of a little Indian village.

At the elephant's heels ran a crowd of children, most of them naked, with dirty, untidy scalps.

"The air was filled with shrieks of terror and pain . . ."

Mr. Molton scattered a few coins among the children. Instantly they seemed to go mad, fighting, yelling, rolling in the dust.

One of them, a little girl, her sole garment a scarlet petticoat, was knocked down by the elephant's hind foot.

"Stop! Stop!" shouted Betty, horrified, for as the great beast moved on the little figure was left lying motionless in the dust.

The elephant was stopped, we all scrambled down and found ourselves surrounded by a crowd not entirely composed of children. Various adults had collected, attracted by the turmoil.

The child sat up. She was an engaging little creature with fine, silky hair, delicate features, and a wheaten-coloured skin. She seemed dazed and bewildered, but otherwise there was no harm done.

"Ask her where she lives," Betty demanded of Mr. Molton.

"Oh, don't bother about her," he advised, "or her relations will invade the camp howling for compensation. We'll give her a rupee and get along."

"But I want to see where she lives—how she lives," Betty persisted, gazing at the child, whose dark eyes held a kind of pathetic appeal for friendship.

Mr. Molton shrugged his shoulders in resigned protest, and presently we were all streaming through the village on foot, the crowd increasing as we went, till on the outskirts we arrived in front of a hut, in reality hardly more than a shed.

THE walls were composed of mud, the roof was a tangle of thatch, with pumpkins growing on it.

Close to this hovel, in the shade of a mango-tree, was tethered a wobbly buffalo calf. The little girl rushed forward, flung her arms round the animal's neck and cooed into a flapping ear.

"Where are the child's people?" enquired Betty.

Somebody in the crowd explained that she lived with her grandparents, her parents being dead; the old people were very poor, and were at work in the fields.

by ALICE PERRIN

"Where, no doubt, the girl ought to e too," said Mr. Molton impatiently. Do come away, Miss Carey, the kid sn't hurt. You can send her a bak-heesh from the camp if you feel wor-ied about her."

Betty hesitated. She was looking at he child and the buffalo calf as hough at some picture that she wished o remember. Then she reluctantly urned and in a few minutes we were gain on the elephant's back.

DURING dinner Betty told the company all about our adventure.

"It is to be hoped," said her uncle, "that the leopard won't take a fancy to the child as well as to the buffalo calf.

"A leopard has been carrying off children as well as young animals to an appalling extent for the past few weeks—so my tracker tells me—but so far he hasn't visited this particular village."

"Oh! I should love to shoot him!" cried Betty.

Major Chartres looked at her and shook his head.

"Why not?" she flared. "A great many women shoot nowadays. I suppose you are an anti-everything, a crank of the first water?"

He simply laughed good-humouredly, but made no reply.

But Betty had made up her mind to shoot the man-eating leopard if she died for it.

Betty and I shared the same sleeping-tent. She kept me awake that night for hours, talking, seeming to be obsessed with the desire to kill the leopard simply in order to annoy Major Chartres.

APPARENTLY she had persuaded Mr. Molton to make arrangements for her to "sit up" for the man-eater without letting any of the camp party into the secret.

It was a matter of judicious bribery, she declared; Mr. Molton had only to pretend that he wanted to shoot the leopard himself as a surprise for the camp, then tip the mahout, tip the head peon, tip the tracker attached to the camp, and sundry underlings.

A platform would be built in a tree, a suitable bait procured, and the rest was a good-enough chance, seeing that the leopard was known to be lurking in the locality.

I told her that if she insisted I should go with her.

She was more complaisant than I had expected; indeed, it struck me that my decision was rather a relief to her than otherwise. And at last I was allowed to sleep.

Despite my secret hopes, nothing interfered with the plan. All was arranged quietly.

The next night Betty and I made some excuse to go to bed early; Mr. Molton said he was going for a walk; the rest of the party settled down to cards.

WE met, the three of us, like conspirators, on the outskirts of the camp, where the elephant was awaiting us.

The night was dark, but the moon would soon be rising. The elephant picked its way carefully, brushing through the tall grass.

It was a weird transit, and everything grew weirder when we were settled on the narrow platform built in the fork of a huge tree.

Betty and Mr. Molton had their rifles in their hands; the old tracker was perched in another tree-fork above our heads.

The elephant was sent off to wait at a proper distance until wanted. I peered about.

"Where is the bait?" I whispered.

Mr. Molton gave a sort of start; it struck me that he knew little of the actual arrangements.

"It's somewhere down below," he answered presently. "Listen."

I listened, and heard a snuffling noise, then a low, plaintive sort of bleat. I began to feel hypnotised by the silence of the jungle, a silence that seemed to be waiting for something. . . .

About half an hour later the bait began to cry loudly; then suddenly it stopped, as though petrified with fear. There was a cautious rustle; I held my breath. A stick snapped; something was moving below.

I recalled stories I had heard about leopards climbing trees, of their extraordinary cunning, how they frequently slept on the branches of trees.

One might pounce down on us, we might fall to the ground only to be caught by another one stalking the bait. . . .

I could have screamed as very faint noises came and went. The moonlight filtered through the trees; something was moving below, distinctly something was moving. . . .

I heard Mr. Molton whisper to Betty, "Shoot!" and a report rang out, followed by another.

Then the air was filled with shrieks, shrieks of terror and pain, mingled with the desperate cries of an animal.

I can never quite remember what happened immediately after that. Somebody must have summoned the elephant, because it was there when we climbed down from the tree.

And the moonlight, together with the light of a lantern, showed up not the corpse of a leopard, but the figure of a little native girl in a scarlet petticoat clinging to the neck of a struggling buffalo calf.

Next Week:

LAWRENCE G. GREEN

tells how an old skipper's farewell yarn aboard a doomed schooner led to an amazing discovery

The child was bleeding from a wound on her shoulder, and was only half conscious.

The whole thing was obvious.

The calf had been commandeered, or bought, from its owners as bait for the leopard, and the child, in despair, had followed her pet, creeping through the jungle to try and save it from a cruel fate, only to be shot herself.

Betty was distraught with remorse and distress. In her agitation she turned on the unfortunate Mr. Molton and blamed him for the whole affair.

I could have laughed had I not felt so anxious about the wretched child lying there helpless and bleeding, the little buffalo nuzzling her in bewildered, uneasy distress.

We stanuched the blood, and she was lifted on to the elephant.

Then we lurched along through the forest, the tracker leading the buffalo calf at the heels of the elephant. We had forgotten all about the man-eating leopard.

Betty was very quiet. It certainly was not the triumphal return she had anticipated.

The little native girl was not seriously injured. She recovered quickly, and was compensated beyond the wildest dreams of her grandparents.

Since this is a real life story I feel I must add that only the surnames are fictitious.

I wrote and asked Betty if she would mind my telling the story. She replied with her usual levity (though she is now the wife of Major Chartres) that she did not mind in the least—she was sure nobody would believe it.

TRANSPORT'S Vicious Circle

ONE of the recognised factors contributing to industrial stagnation is the excessively high level of railway rates.

	Miles.	Rate per ton.
Great Britain ..	150 ..	14 0
France	110 ..	4 0
Belgium	150 ..	5 0
Germany	300 ..	8 0
Poland	380 ..	8 3
Canada	300 ..	9 0
United States ..	350 ..	9 6

The heavy burden of these charges on the most vital industrial commodity of all—coal—will be appreciated from the above comparison with actual foreign railway charges.

British rates are over 200 per cent. higher than those abroad, and, incidentally, add 100 per cent. to the pithead price of London's coal.

Some four tons of coal and three tons of iron ore are required to manufacture a ton of finished high-grade steel.

Railway rates on steel here are, again, nearly three times as high as those abroad, and when turned into machinery this also bears a similar charge—each succeeding one at a higher level than the other.

Consequently, there is little cause for wonder that the coal, iron and steel, engineering and shipbuilding trades have lost their old supremacy, through being no longer able successfully to compete in the markets of the world.

Owing to the falling-off in trade these conditions have all reacted on the railways, whose receipts during the last few years have fallen by some £40,000,000 a year.

So now we go round the vicious circle. If the railwaymen's and miners' wages are reduced, their restricted purchasing-power will lessen the demand for clothes, manufactured goods, coal, etc.; more unemployment will be created; social charges on industry will increase again; goods will become dearer, and all will be accompanied by another general fall in railway traffic receipts.

The principal cause of these exorbitant railway charges is the privately-owned wagon. The cost of continually sorting and shunting out these 700,000 wagons from each other, and of always hauling them back empty to their particular owning collieries, places a colossal burden on railway expenditure.

If all the wagons were railway-owned, there would be no need for this complicated shunting and sorting, and serious delays would be eliminated.

The heavy economies that would result may be gauged from the fact that when the railways similarly pooled 300,000 of their own wagons it was estimated that a saving of over £10,000,000 a year was made.

Again—stoppages. In South Wales, where some of the collieries have pooled their wagons, heavy economies have been made through avoiding the costly stoppages that occurred through so-called "shortage" of trucks.

The savings in transport costs, and through eliminating stoppages, would thus amount to about £20,000,000 a year, and would greatly assist in restoring prosperity to the coal trade, railways and the heavy industries.

Reduced prices QUAKER OATS Now Only 4d. & 8½d.

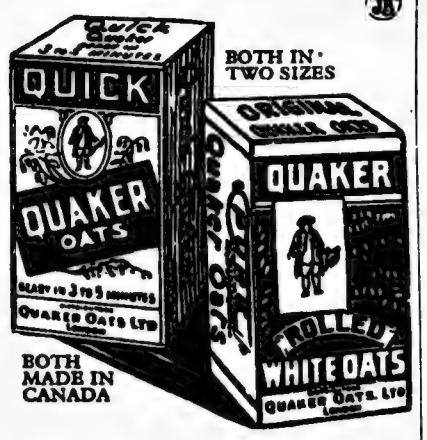
per packet at all grocers.
(Except in the Irish Free State)

MILLED from the world's finest oats, grown and ripened under sunny skies and then roasted by a special process, Quaker has a rich, delicious creamy flavour that no other oat has been able to imitate.

Quick Quaker — the richest and quickest hot breakfast — can be ready as quickly as the morning pot of tea.

TO THE TRADE

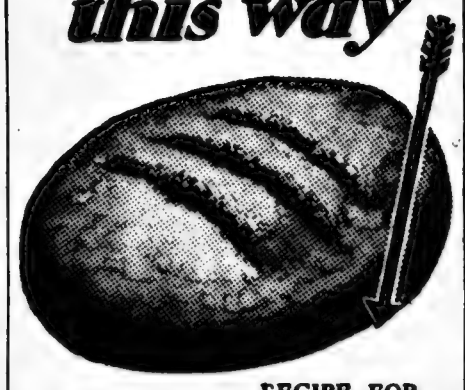
Retailers may obtain rebate for stock on hand by applying to the Wholesaler from whom they obtained the goods.



BOTH REDUCED IN PRICE

QUAKER OATS LTD., LONDON, E.C.

Make it this way



RECIPE FOR
ECCLES CAKES

1. Make a good short or puff paste.
2. Take a piece the size of an egg and roll it out.
3. Place 1 dessertspoonful of Robertson's Mincemeat ("Golden Shred" Brand) in the centre.
4. Gather the edges of pastry together on the top; turn over and roll lightly.
5. Prick lightly with a fork.
6. Bake ten minutes in a quick oven.

Robertson's Mincemeat

GOLDEN SHRED BRAND

M.2.

Blind Man's Holiday . . .

Those precious idle few minutes when the fire glows and you'll soon have to turn on the light and draw the curtains.
Night Lights give a light like that too, neither harsh, active daylight, nor oppressive darkness, but a soft light that rounds off a room's corners—slipping you gently off to sleep.
If you are ill, nervy, wakeful, there's comfort in a box of Price's Night Lights.

Send 3d. in stamps for a sample box of Price's Night Lights to Price's Patent Candle Co. Ltd., Dept. JBC1, London, S.W.11.

Always keep a box handy

PRICE'S NIGHT LIGHTS

Buy a box to-day!

SYBIL THORNDIKE —COOK!

"I love cooking," says the famous actress—seen here in her kitchen with her daughters, Mary and Ann

(A "John Bull" photograph)

QUEENS *in the* Kitchens

COOKING, said Anatole France, is a glory that will transcend all others when humanity is wise enough to put the spit above the sword.

The spit—upon which were impaled all kinds of meat in olden kitchens—has indeed so far replaced the sword as a symbol of national wisdom that there are more cooking-stoves in use and more cooking going on than at any time in modern culinary records.

For the New Year sees 70,000 girls in our elementary schools in London taking cookery lessons. In addition, there are to be 6,000 cookery students in the London County Council technical institutes and evening institutes, and another 3,300 cookery students in the "aided" institutes.

These are the highest figures on record. They have been compiled by the council for JOHN BULL.

Taking also private cookery-schools, there will be little short of 80,000 persons learning to boil and bake and roast and make puddings and pastries and sweets in 1931 in London and Greater London alone.

Too many (would-be) cooks

This is only an example of what is being done in all the great cities and towns.

Truly an Army of Cooks! And there are thousands of volunteers who cannot be enrolled until new schools for cookery are built.

Hundreds of parents are now trying to get their children into employment as cooks and waiters. Nor is it to be wondered at.

The skilled chef can command a salary of from £500 to £2,000 a year, and more. The great hotels and restaurants compete for his services.

He directs with pen and paper from his office scores of assistants, and, having perhaps "tasted" some of the dishes of his epicurean feast, goes home to a West End mansion in his six-cylinder car.

The catering trades generally are clamouring for boys and girls with sound cookery knowledge.

The commencing wage is from £2 10s. to £3 10s. a week. Promotion is rapid for those who prove efficient, and from £5 to £6 a week is an average pay a week after the lapse of the training period.

Nobility stirs the batter

Thereafter his career is in his own hands. Many of the largest hotels and restaurants in this country are controlled to-day by men who have risen from the ranks.

Nor is the "rush" to learn cookery confined to would-be wage-earners. Scores of titled people are doing the same.

The Queen herself takes a keen interest and has a practical knowledge of cookery. The Royal chefs frankly admit that there is little about scientific cooking and "invalid" cooking that the Queen does not know.

Among well-known hosts and hostesses who "pride themselves" on their gastronomical knowledge are Princess Helena Victoria, Princess Marie Louise, Princess Louise Duchess of Argyll, the Earl of Derby and Viscount Burnham.

In past ages, when hospitable boards "groaned" beneath the weight of succulent foods, which only the privileged few were allowed to carve, squires and dames of high degree took infinite pains to acquire the art of carving dexterously.

Nowadays, squires and dames take the same infinite pains to acquaint themselves with the art of cookery.

It used to be said that "God sends meat and the devil sends cooks." But they don't trust the devil now; they can examine a would-be cook with facility and, if necessary, cook for themselves.

They have formed among themselves the most exclusive and least known society of gastronomes in existence.

Feast of the epicures

It is called "Le Cordon Rouge," and it was created for the enrolment of those "who have an interest and appreciation of the culinary art and have rendered themselves efficient in their knowledge of elementary gastronomy and cooking and utilised it for the benefit of their fellow-creatures in some way."

Members of the society include the Marquis of Carisbrooke, Sir Derek Keppel, Lord Lurgan, the Earl of Clarendon, the Earl of Bessborough, the Earl of Wemyss, Lord Ebbisham, Lady Clayton and Lady Mainwaring.

The "order" is divided into "dons" and "members." The "Supreme Don" has power to confer decorations, which consist of a Golden-heart Cherry in gold suspended by red ribbon, and a White-heart Cherry in silver suspended by blue ribbon.

There is no "order" in the world, except the Garter, so rarely conferred as that of the Golden-heart Cherry.

Among those eligible to receive the Order of the Golden-heart Cherry in gold are "Ladies who manage their own establishments and who are noted for the excellence of their social and gastronomic entertainments."

A strictly private—we had almost said secret—meeting of the Cordon Rouge takes place in London on January 15. The dinner will be the last word in perfect cooking.

Famous alike as brilliant actress, politician, hostess, wife, mother and cook is Miss Sybil Thorndike, LL.D. (Mrs. Lewis Casson).

"I love cooking," Miss Thorndike told a JOHN BULL representative. "Actors and actresses are the very best shoppers in the world. And often the best cooks. Why?

"Because they learn 'on the road' the advantage of shopping for themselves and getting the very best bits of meat and fish they can afford. As 90 per cent. of them are travellers and can't afford to go to hotels, they make a study of good and economical food, and how it should be cooked.

"How many business men and women can say as much? Not one in a hundred, I warrant you.

"To the young man who wants a wife who is not only pretty and clever and charming, and who not only knows how to dress and entertain and help him socially, but who makes the very best wife and mother and housewife in the world, I say—'Marry an actress.'

"In my profession we have to take the rough with the smooth. All my brothers and sisters in the profession look upon occasional hardships as fun. Life is a varying meal. Comedy and tragedy are both well represented in its scenes.

Her kitchen "part"

"If you have 'no stomach,' as Shakespeare says, for the fight; if you have no appetite for a touch of gloom as well as a burst of mirth, you are not healthy.

"Experience teaches actors and actresses to be cheerful; and cheerfulness keeps us young."

True to her word, Miss Thorndike even now in the height of her fame prefers the old theatrical diggings, with their old and shabby, but roomy, chairs and a big fire in an old-fashioned fireplace and the food she has herself chosen, to any hotel.

And when she is back in London she can sometimes turn with gusto and cook some special dish for herself and her husband, while at the same time learning a new part or conning over an old one from a book on the kitchen table.

Teeth that sparkle ...*with* WRIGLEY'S

WRIGLEY'S used during the day is an ideal way of cleansing and preserving your teeth. At all times you are getting the benefit of a smooth, polishing agent.

Wrigley's freshens up your mouth—banishes all traces of eating and smoking and removes the particles of food (so apt to cause decay) that penetrate into the tiny crevices around and between the teeth.

Use Wrigley's regularly—its tempting flavour will delight you. No other sweet does so much yet costs so little.

In two flavours—P.K., a pure peppermint flavour—and Spearmint, a pure mint leaf flavour. Only 1d. a packet but the finest quality money can buy.

British Made by British Workmen with Empire Materials

WRIGLEY'S

M. 5

Victims of

Asthma & Bronchitis

WHY BECOME CHRONIC?

Your health is leaving you slowly, so slowly that you do not realise it. With every attack your powers of resistance are getting weaker and weaker until, finally, you become a chronic sufferer. No complaints cause so much suffering and anxiety as Asthma and Bronchitis, but

YOU CAN BE CURED

just as Mrs. Staines (see letter below) was cured. Mrs. Staines can sleep through the night, and can walk across the Downs without any trouble. Read the letter below and write for Dr. Hair's free book. Your life will be changed, just as Mrs. Staines' and thousands of others have been changed, from suffering to health and happiness, so take

YOUR FIRST STEP

and send for Dr. Hair's free book. It tells you in plain words how to be cured and how to remain cured. By taking Dr. Hair's (concentrated liquid) Asthma Cure you will be able to go to bed without fear of an attack, to sleep peacefully all night and to find that health, strength and flesh will be rapidly restored to you.

DR. HAIR'S FREE BOOK

will be sent to you free and post free. Send the coupon below in an unsealed envelope for a halfpenny.

ESTD. 1876

Dr Hair's ASTHMA CURE

ENDORSED BY ROYAL PHYSICIAN

Obtainable at all leading Chemists and Stores or direct post free, price 3/- and 5/- per bottle, from address on Coupon.

2 DOSES & SLEEP

17th November, 1929. Epsom Downs.

Last June my wife caught a severe cold, which the doctor diagnosed as Acute Bronchitis, with a tendency to Asthma. She got worse and fell away, every night she woke up at intervals of two hours fighting and gasping for breath.

She couldn't go out for a walk without stopping for breath, and couldn't sleep. About a fortnight ago she took two doses of your wonderful cure and slept through the night without an attack and has not suffered since. She can now walk across the Downs without any trouble, and is picking up wonderfully.

I am sorry that I did not know of **THE CURE** before, as it would have saved a lot of suffering, let alone waste of money.

(Signed) THEO. G. STAINES.

FREE BOOK

To Dr. Hair's Asthma Cure, Ltd.
(Dept. 63), 104, High Holborn,
London, W.C.1.

Please send me, free and post paid, Dr. Hair's 48-page Book on Asthma, Bronchitis and Catarrh.

Name .....
(Mr., Mrs., or Miss)

Address .....

..... County.....

Send this Coupon in unsealed envelope for 1d.

WRITE CLEARLY. J.B., 10/1/31

Keep a box by your bedside!

When you awake does your throat feel constricted or parched? That is a sign of "morning mouth." An "Allenburys" Pastille sucked immediately on waking brings a sweet cleanness to the mouth and a contented throat. The juice of fresh ripe black currants, together with pure glycerine, make them so delightfully refreshing.

Allenburys Glycerine & Black Currant PASTILLES

8d. and 1/3 per box from chemists

SLEEPLESS NIGHTS END AT ONCE

No longer need you suffer the tortures of insomnia. Sleeplessness comes from disordered nerves, restless, irritable nerves, which will not leave you alone, and the one sure way to end it is to nourish the nervous system.

Just take a glass of Wincarnis at 11.30 a.m., at 3.30, and before going to bed. You'll find relief the very first night, for Wincarnis is the surest quietener of tired nerves a doctor knows. Containing wine—the juice of 2½lbs. of the finest grapes—beef extract and vitamin malt extract. Wincarnis is not a drug but a perfectly natural way to build up health and strength, to create new blood, and restore jaded nerves.

Try this natural, pleasant way to perfect sleep and perfect health to-day. Take it always when you're run down or convalescent after illness. Doctors recommend it for neurasthenia, anæmia, debility, neuralgia, and a host of other ailments.

FOR CUTS

Also for scrapes, scratches, burns, blisters and all household, office, sports, or workshop hurts.

Perfect chafe-preventer and skin-mender, for hands, feet, legs, etc., in all sports.

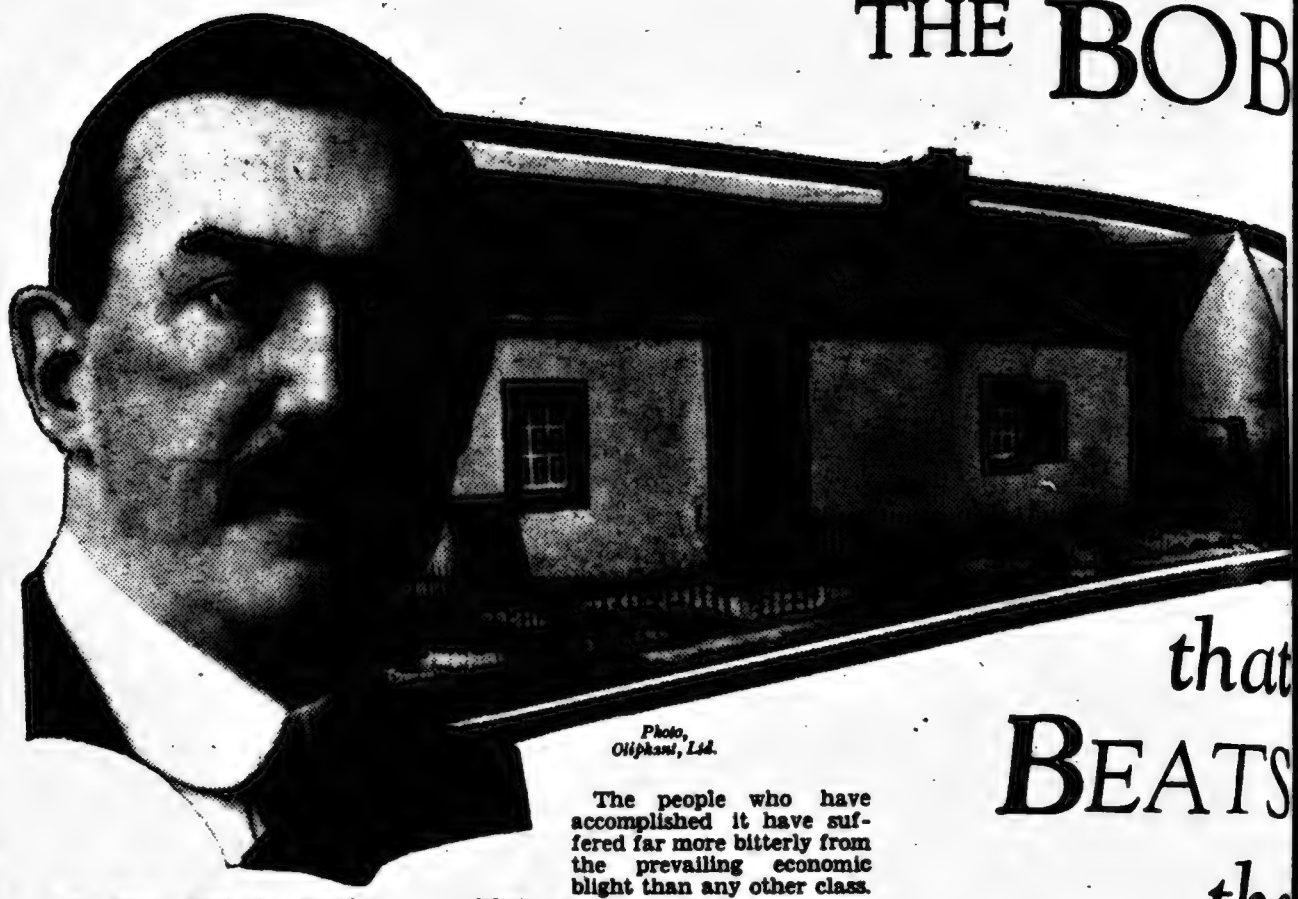
The best mender known for loose or worn strings on cricket bats, golf clubs, tennis rackets, etc.

WON'T WASH OFF

From Boots, Taylors, Timothy Whites and all Chemists, small bottle 10½d.; medium 2/-; large 3/-.

NEW-SKIN

THE BOB that BEATS the BANKS



Photo, Oliphant, Ltd.

Sir Robert Kindersley, President National Savings Committee—and the first savings-bank at Ruthwell

NO one yet has been able to measure with accuracy the giant financial power of Great Britain. In the war our vast reserves of money staggered the American bankers. Where did it all come from?

Only one man at that time was shrewd enough to guess. He was Walter Hines Page, the American Ambassador. He said our great reserves were mainly the savings of the poor.

To-day the small savings of Great Britain officially total nearly £2,000,000,000.

The figure is incredible if it correctly represents the total. But it does not. No one can gauge the total. It is only known to be considerably larger than official statistics disclose.

It is easily the most staggering thrift achievement ever chronicled.

The people who have accomplished it have suffered far more bitterly from the prevailing economic blight than any other class.

Their annual loss in wages was recently given as £700,000,000. Yet in such conditions they have more than replaced the heavy financial wastage of war among our savings.

How has it been done?

Undoubtedly the thrift movement which has brought the savings of the country up to £45 per head of the total population, or £225 per family, has received inspiration from the now world-famous National Savings Movement.

This great thrift idea was started in the war as a voluntary public service.

But when war ended, its results proved that it was an instrument as valuable and potent for national well-being in peace time as in time of war.

NOW, after some fourteen years of existence, it has issued its thousand-millionth certificate. The cash value of this enormous sale is £785,046,556.

Only a part of it, of course, is actually held in savings certificates to-day—£364,000,000 in invested principal and £122,000,000 in accrued interest.

And, again, this is only a small part of the whole total of our national small savings held by the Government.

The Post Office, for example, holds in deposits and Government securities alone £475,000,000.

The oldest savings-bank organisation in existence—the Trustee Savings Bank—holds in deposits, special investments and Government securities another £171,000,000.

It was founded in 1810 by a Scots parson named Henry Duncan, at Ruthwell, Dumfriesshire, Scotland, and in spite of the heavy competition which it has received since 1861, when Gladstone founded the Post Office Savings Bank on Duncan's model, it has survived to this day.

As a testimony to the vitality of the banks, there were in 1929 no fewer than 465 offices of the Trustee Savings Banks, with more than 2,500,000 depositors and funds amounting to more than £168,000,000.

INDUSTRIAL assurance companies and building societies are next highest in the list as small savers' repositories. They account respectively for £283,000,000 and £233,000,000.

The rise of the building society is one of the striking facts of post-war England. At no time in our national history have there been so many householders.

Friendly societies and industrial and provident societies hold £296,000,000 of the small savers' money; and they are going from strength to strength, as the recent report of the Registrar indicates.

Even trade unions, which have fallen on evil days, in many cases through the economic depression, hold savings amounting to £11,000,000.

This stupendous reservoir of accrued wealth is available for purposes of industry and commercial enterprise.

That it has been able to accrue in such measure, and in so short and difficult a time, is one of those economic miracles with which Britain is constantly surprising the world.

As to the future of the small saver, much obviously depends on the work of the National Savings Movement.

Workers in that movement have the satisfaction of seeing its steadily increasing influence, not only at home, but also overseas.

The Savings Movements of the Irish Free State, Northern Ireland and South Africa have been started on the same principles.

THE certificates have been taken as a model by Canada, Australia and India. The methods of the movement have been studied and generally adopted by Japan, Italy, Russia and Mexico.

It is, therefore, most unlikely that the work of the movement will come to an end, since, apart from its financial success, it has a deep underlying moral significance.

New schemes of saving are being devised, and every effort is being made to effect co-operation with other organisations working for the promotion of popular thrift.

Combined effort with the Post Office Savings Bank has already been arranged, and friendly discussions with the Trustee Savings Bank are also materialising in a satisfactory way.

Looking to the future, the workers in the National Savings Movement see before them a large field of service for the nation. They are a body of people imbued with wonderful spirit.

Within the next few years the movement will certainly achieve a linking up, and in some measure a rationalisation, of all the small-savers' bodies under one head.

Needless to say, the Big Five have also realised the growing importance of the small saver. The holders of home safes alone number well on to a million, representing a holding of some £2,000,000.

The accrued wealth of the small saver adds huge strength to British credit and financial prestige.

It is the bob to-day that matters.

Race with "Silver Ring"

WAIT FOR THE Weights!

THE Grand National weights are due on January 22, and those for the Lincolnshire candidates a few days later. I think the wisest step is to wait a little longer for a first tilt at the big "double."

With the appearance of the weights the mushroom firms, which seldom wait for settling-day, spring up with the tempting bait of long odds. Send your wagers, then, to well-known commission agents.

Gatwick stages an Aintree test this week-end in the Stayers' 'Chase. Alike, who won cleverly at Hurst Park, should score again.

Other "goods" for the Surrey meeting are Michaelmas Day in the Reigate Hurdle and Paulinus in the Purley 'Chase.

Pompion is the best bet at Haydock Park.

"JOHN BULL'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, January 8, to Wednesday, January 14.

B	P	C	R	Z	I	J	U	M	Y	T	A	N	G	Q	K
V	D	X	E	H	F	S	O	L	W	34	35	36	37	38	39

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below, as the case may be. Example:

87E3639MR would read GRAKLE.

Where a double letter occurs in the name of a horse the figure 2 is substituted. Example:

VU2LMR34 would read BOOMLET.

"SILVER RING."

Sleep

GOLDEN hours of sound, refreshing sleep rebuild the tired brain and body. Worn and ragged nerves are soothed and restored. New energy and vitality are created to meet the demands of the coming day.

Sleep comes quickly and naturally to those who, before retiring, drink a cupful of delicious "Ovaltine." There is no food beverage richer in restorative nourishment—none more easily digested.

"Ovaltine" is prepared from Nature's tonic foods—creamy milk, barley malt, and eggs from our own and selected farms. Eggs are particularly important because they supply organic phosphorus—an essential element for building up brain and nerves.

There is no other food beverage comparable to delicious "Ovaltine." It is the cheapest in cost—the richest in nourishment—the most economical in use.

Make delicious "Ovaltine" your "good-night" beverage every night. You will sleep soundly and wake refreshed and invigorated.

'OVALTINE'

TONIC FOOD BEVERAGE

Prices in Great Britain and N. Ireland, 1/3 2/-, & 3/9.

P 667

Beefex

1D CUBES 1D

DISSOLVE INSTANTLY

THE BEST OF THE PRIME LEAN BEEF HIGHLY CONCENTRATED AND READY FOR INSTANT USE. NO SLICING, NO WAITING

BEEFEX LTD., BEEFEX HOUSE, LONDON, E.C.1

The ideal breakfast for winter mornings

WHAT BETTER start on wintry days for father and daughter—in fact, for everybody — than Shredded Wheat served with steaming hot milk?

This wholesome whole wheat food, full of sustenance, warmth and nourishment, is exactly fitted to fortify the system against attacks of weather. It gives both young and old the energy so much needed when days are dull and often sunless.

Shredded Wheat contains all the nutriment of pure whole wheat, and, because it is prepared in the ideal way, is easily digested by all. This is why it is such a satisfactory meal—one which carries you through the day fit and well and happy.

Give Shredded Wheat a good trial and you will easily understand why it is the standard breakfast in so many homes. The healthful habit, once started, grows stronger from year to year, for the more you have of Shredded Wheat the more you like it.

SHREDDED WHEAT

With HOT MILK

BRITONS MAKE IT—IT MAKES BRITONS

Avoid TONSILITIS

GARGLE

Doctors require proof of the efficacy of a remedy before they will recommend it. That proves how good Odol Mouth Wash is. For many, many doctors advise their patients to use Odol for affections of the throat. It is an excellent gargle, possessing great germicidal power together with remarkable healing properties. And it is safe. How pleasant Odol is to use, too! Its refreshing taste is such a change after the disagreeableness of the usual antiseptic. Use Odol at the first sign of a sore throat. That is the way to escape serious illness. A 4 per cent. solution of Odol will destroy typhoid germs.

WITH Odol

In Flasks: 1/6, 2/6, 3/6, 5/6.

Aldwych

Rheumatic Pains

In the damp, cold season, nerve-racking pains of Rheumatism, Neuritis and Lumbago make life a misery. The most effective remedy is that which penetrates to the seat of the trouble and draws out all inflammation and pain. This is just what happens when you rub in a little St. Jacobs brand Liniment—hence its instant action in conquering pain. St. Jacobs brand Liniment does not burn or irritate the skin. Get a 1/3 bottle from your chemist, but insist on *St. Jacobs* brand—*it really does conquer pain.*

Sore Throat?

FORMAMINT
WULFING BRAND

conquers Sore Throat and prevents infectious diseases, such as Influenza, Diphtheria, etc.

At all Chemists—2/6 per bottle.

Genatosan Ltd., Loughborough, Leicestershire.

HEROINES of the Sales

"Regiments of bargain-hunters arrive and the rush go on . . ."

THIS is the story of the real heroines of the sale-time "Armageddons," as the Duke of York has so aptly described the annual scramble and skirmish for bargains on the January shop fronts.

But it is not the story of the feminine storm troops who battle from shop to shop and department to department, pushing, persuading, fumbling with this and fingering that, rubber-necking to their heart's content.

It is, on the contrary, the story of the girls behind the counter who stem and satisfy the tide—the girls, thousands of them, who toil with infinite patience to pacify and satisfy bustling, blustering bargain-hunters.

Tempers are lost, but they must keep their own. Rudeness is rife, but they must respond with unfailing courtesy. Stock is tipped and tossed about; it must be rearranged with care. Hours are long, but they must carry on.

Few outsiders are aware of the strain of sale-time on the shop-girls. They have not seen behind the scenes. They have not heard the sighs as the doors close on the last customer.

Weary smiles

Neither have they seen the pale and the flushed faces, and the drooping figures as they leave for home, too tired, even, to meet their "boys."

But they smile, still, in spite of it all. If you want to realise the grit, the good-humour, the physical fitness, the will to carry on of the modern girl, then just watch them leaving the staff doors on a sale-night.

They joke instead of grumble. Tired out, they are still unafraid of the new day to come—possibly charged even more with hurry, fret and worry.

Even before the sales begin their ordeal is in full swing, for preparations are elaborate. Details are tremendous in their variety. It is a case of "all hands on deck" with a vengeance.

The long, monotonous but essential task of re-pricing, re-marking and re-ticketing the legion of articles for the sale must be tackled between serving ordinary customers or after the establishments have closed for the night.

It is no easy day for many of the girls if, after having begun their duties at nine in the morning, they are not finished until after eight at night. And it may go on for days.

Articles purchased by post must be set aside for the mail-order department. Careful selections must be made for the vital window displays which are to lure the throngs of bargain-hunters within.

Human ant-hill

Then arrives the fateful "night-before-the-morning-to-come," the last, eager spurt before the zero hour. Take with us a peep through a space in the window-blinds that screen the hectic activities within.

It is a human ant-hill. There is the incessant drone of non-stop toil. Chatter, bustle, orders, suggestions, an occasional joke, an odd rebuke here and there, maybe a flash or two of bad temper.

Shopwalkers, no longer stern but benevolent, stalk like broody hens around the floors. Buyers, whose nightmare hour it is, perspire in their anxiety to ensure that everything will be correct down to the minutest detail. Managers, with furrowed brows, tour in constant inspection.

And the girls. They carry on. They are tired; some are dazed. Their eyes are weary with the electric lights. Ticket-figures seem to swim. Colours blend uncannily.

Shirt-sleeved window-dressers ply their art at top-speed, yet with all discretion.

The sales window is more a question of inducement than art, but is none the less difficult or responsible.

They know what the public wants and they know where and how to put it. The very things that will tempt the crowds within must be there in the very right place

Then home to bed; tired out.

And next day the sale. Long before nine the armies of shoppers are out on active service. The doorways are blocked and there are queues. Surging crowds cling around the windows.

The girls, unexpectedly bright after their hard night's work, are at their stations. The clock strikes nine. The doors open and in sweeps the most determined, the most relentless, the most critical army of women you will meet in the year's march.

They know what they want and they are out to get it before it is too late. All is rush and bustle. Customers are taken on three or four at a time.

And when the "early birds" have got what they had set their hearts and eyes on, or not got, as the case may be, unending regiments of the more restrained bargain-hunters arrive and the rush goes on.

The poaching game

There are the battling Berthas who struggle to be in the van of the fray, courteous to none, offensive to many, rude certainly to the assistants.

There are the avaricious, demanding that a little more shall be knocked off the price, and demanding to see the buyer; the suspicious, insisting on looking at the article at the bottom of a pile lest those "on top" be a "catch."

Each night, when the avid shoppers have departed, order must be restored out of chaos. The girls must still toil on that all shall be ship-shape for the new attack on the morrow.

You feel sorry, particularly, for these elder assistants well on the way to middle-age. A ten to twelve-hour day at such a pace is a sorry tax on them. "Oh, my poor feet," you hear them say.

The sales have their compensations. There is extra commission to be earned. It may mean even a few pounds on top of regular wages. But it is well earned!

And many a quarrel it means behind the scenes—this commission. The clever, diplomatic girl, and the greedy girl, "poaches" on the customers. She will handle four, five or even six at a time, while her less enterprising colleague is dealing with one.

Hats off—!

Perhaps there will come a time when reasonable overtime will be paid to all these gallant girls. Sale-time must always entail extra and arduous work, but it should bring its own reward.

The "spring holiday" or a week's leave without pay, for instance, is a mean reward for such services.

Meantime, hats off to the girls of the "sold" brigade.

"Pegging Away"

MR. J. W. SNOWDON, of 77, Auburn Avenue, Wallsend-on-Tyne, lay in bed—a victim of what he was told was a poisoned system. Yet, there, he did something which proved that he possessed another kind of system of the most excellent order, fruitful and profitable—a system concerned with little black and white squares.

His sick-bed was the centre of an extraordinary scene a few days ago when he received JOHN BULL'S letter telling him that he had won our Crossword Competition No. 94—and the first prize of £600.

With his children clamouring around he told our representative the secret of his success.

"My competition motto is 'Persevere!'" he said; "and this wonderful success has amply shown the soundness of it. I've been entering for JOHN BULL competitions for five years now, and this is my first big win.

"My eye is still fixed on another star—the 'first' in Bullets—and I'm going to peg away until I get it!"

* * *

Are you still pegging away? This week the Crossword Competition is on page 32 and "Bullets" on page 35.

WHAT ABOUT YOUR FUTURE?

ARE you content with the position you occupy now—with the money you are earning—or do you wish for something better and something more?

Ask yourself these questions; then carefully consider what you ought to do. Don't for a moment imagine that integrity, punctuality, and length of service will of themselves carry you far. The one thing more than any other that enables a man to rise above his fellows and win a way into the better-paid jobs is a sound and practical technical training. He cannot possibly get such a training in the course of his everyday work.

One hour a day spent the I.C.S. spare-time way will give you the best training of its kind in the world. During the last 40 years, nearly 4,000,000 students have been benefited by I.C.S. training. Tens of thousands have won remarkable success. Why not you also?

Let us tell you how you can improve yourself in your calling. Our 400 Courses include the following:—

Accountancy & Book-k'pg.	Plumbing
Advertising	Professional and Technical Exams.
Architecture & Building	Salesmanship
Commercial Art	Sanitation
Commercial Training	Shop Management
Draughtsmanship	Shorthand-Typewriting
Engineering, all branches	Textiles
French and Spanish	Window Dressing
General Education	Wireless Engineering
Insurance	Woodworking

Write to-day for Booklet containing full information regarding the Courses in which you are most interested. It will be sent gratis and post free.

International Correspondence Schools, Ltd.
135, International Buildings, Kingsway, London, W.C.2

FASCINATING HANDS

Romance lies around their beauty

YOU CAN KEEP YOURS LOVELY WITH THIS SIMPLE "MINUTE-A-DAY" CARE

COURTSHIP days! How he loved the subtle beauty of your hands, their soft, tender smoothness; their gentle touch.

Now no need to sacrifice their charm to household tasks — however much they're in and out of water.

A little "Vaseline" Petroleum Jelly rubbed in well every night combats the harsh effects of water and strong soaps which deprive skin of its natural oils. In the morning unsightly roughness has disappeared. Your hands are soothed and softened — lovely as ever to the touch.

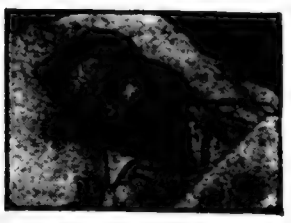
Buy a jar of "Vaseline" Jelly today and beautify your hands with this simple minute-a-day care. Obtainable at chemists and stores in jars, tins and tubes. Chesebrough Manufacturing Co. Cons'd., London.

Six times a day, the average woman washes her hands. They need protection from the drying effect of soap and water!

Mayfair beauty salons use petroleum jelly as a base for many expensive creams. "Vaseline" Petroleum Jelly, recognised as the purest, is just as effective and costs so little.

Trade **Vaseline** Mark
Petroleum Jelly

"Saved me from pneumonia"



"SOME years ago I was suffering from bronchitis and congestion of the lungs. Nothing seemed to ease the congestion. Then my chemist recommended I try your Musterole Brand Ointment. After a few applications the congestion disappeared and I enjoyed complete relief from my suffering. As a matter of fact, the doctor told me I had been saved from pneumonia."
—G. J., Stafford Road, Wolverhampton.

● ● ●

If you have a cold on the chest and it feels tight and congested, spread on the magic, pain-dispelling warmth of this clean, white ointment. That warmth penetrates right down to the congested tissues, loosens, soothes, heals. Thousands of people have obtained immediate relief from dangerous chest colds by using Musterole Brand Mustard Ointment. They are never without it in their homes. Musterole Brand Mustard Ointment will do for you what it has done for others. Your favourite chemist has it. Get a jar today.

MUSTEROLE BRAND
MUSTARD OINTMENT

Thos. Christy & Co., 4-12 Old Swan Lane, E.C.4

THIS SHAG IS MANUFACTURED ENTIRELY FROM EMPIRE GROWN TOBACCO.
SOLD SUBJECT TO LOSS IN WEIGHT FROM EVAPORATION AFTER PACKING.
PLAYER'S "DIGGER" REGD. SHAG
7½d PER 2 OZ.
EMPIRE GROWN

PLAYER'S DIGGER

SHAG

also

DIGGER HONEY DEW
DIGGER FLAKE
DIGGER MIXTURE.

DIGGER CUT PLUG
DIGGER BLACK CUT CAVENDISH

7½d. PER OUNCE

3¾d. PER HALF OUNCE

The largest Sale of any Tobacco Grown within the Empire

P.D.1a

Chest Coughs

HONEY SYRUP SUCCEEDS OVER SANATORIUM!

Patient's dramatic letter.

"Dear Sirs,

Having suffered with Chest Trouble for many years and also spent practically three months in twelve at —— and —— Sanatoria in the past six years, I thought it only right to let you know that having had various cough cures in the above establishments, *none* could compare with the immediate relief I get from your 'Pineate' brand Honey Syrup. Upon getting *into* bed, one dose enables me to sleep *for* several hours, whereas, I used to seldom sleep for more than half-an-hour at a time. If I wake after a few hours a small dose keeps me from coughing for the rest of the night.

Yours truly, C. Kingsley,
62, Cavendish Road, Harringay, N.4."

When breathing is 'shallow' and laboured and you are racked day and night by a cough which is wearing down your strength—just try a few doses of 'Pineate' brand Honey Syrup. In it are combined the soothing, healing and germ-killing properties of squills, tolu, honey and pine. Thus it clears the bronchial tubes, stops the cough and frees the breathing before other remedies have begun to act. Get a 1/6 bottle of 'Pineate' brand Honey Syrup from your chemist to-day and prove this instant, soothing action for yourself.

TO RID JOINTS OF RHEUMATISM DRINK HOT WATER.

Uric acid, the underlying cause of rheumatic pains, will collect grain by grain in the joints—much as rust collects on a hinge—unless the natural waste from the food and drink consumed is completely eliminated every day. For this reason *everyone* should drink a glass of hot water before breakfast each morning to keep the system free of harmful impurities; but those who suffer from rheumatism, lumbago or sore, stiff, aching joints should add a teaspoonful of 'Limestone' Phosphate. This will neutralise and dissolve away the uric acid and keep joints free from rheumatism. Quite apart from its value in keeping down uric acid, 'Limestone' Phosphate proves wonderfully invigorating because it keeps the stomach and the eliminative system entirely free of poisonous waste, so that you look and feel fresh and fit. Most chemists can supply a quarter pound jar of 'Limestone' Phosphate for two shillings and a teaspoonful taken in hot water every morning will ensure freedom from the pains of rheumatism.

GRAVES
'ENTERPRISE'
BARGAIN
BALE
7/6 NOW
Stands Supreme as the WORLD'S FINEST VALUE
Contains only goods of warranted excellence & unquestionable merit.
Two super-quality All Wool Yorkshire Blankets. Hot a thread of cotton in them. Blue borders and whipped edges, 64 x 86ins. weight 3lbs pair.
Two white Fleecy Blankets whipped edges, 64 x 84ins. 3¼lbs pr.
Two White Pillow Cases, 30x36in
One Bolster Case to match 20x6
Two heavy unbleached Bolton Twill hemmed Sheets, 72x90ins. weight 4lbs.
One Padeless Alhambra Quilt, 74 x 94ins. Weight 3lbs.
One Bed Rug, check design, whipped edges, 60 x 80ins.
One Wadded Quilt 66x 88ins. 4lbs.
Price £4.10.0
Terms 7/6 with Order 7/6 month y Period Approval. Catalogue Free.
We have behind us a 30 years character for honest trading
J. G. GRAVES Ltd. SHEFFIELD.

HUMAN DOCUMENTS

HERE you read some tough problems of real life, and the solutions that "HUMANIST" proposes for them. One day you, too, will be up against a difficulty which you cannot face alone. "HUMANIST" will deal with it through the post. Send a stamped, addressed envelope. For the three most poignant documents published the Editor will pay £2 2s., £1 1s., and 10s. 6d.

Ghoul's Raid on a CHURCHYARD

TWO years ago I was in London, out of work, and rapidly becoming unemployable through lack of food, clothes and decent living.

During my endless search for work a letter arrived from a friend who had gone abroad. He told me he could easily employ me if I would go out.

He made no mention of his business, but I imagined he was following his old trade, that of a joiner and cabinet-maker.

I could hardly raise a nightly shilling for food and bed, let alone the money for a passage to the other side of the world; but my two married brothers and a sister raised the money.

My first disappointment was to find that my friend was not doing an ordinary joinery and cabinet-making trade. He was a fashionable undertaker.

HOWEVER, in view of my dire need of a living, I threw myself with what ability I could muster into the work.

The money spent on funeral decorations, and especially artificial wreaths, seemed colossal, but I gradually grew accustomed to it.

I soon detected what I thought were large discrepancies between purchases of ornamental wares and sales, but I said nothing.

One evening my friend proposed a long motor run, and asked if I would accompany him. He had, he said, business in the country, and would be glad of my company to look after the car while he got out to accomplish it.

When at last we stopped, it appeared to be outside the gates of a lonely cemetery. My friend disappeared, while I stood by with the lights dimmed according to instructions.

When he returned, I saw he held in his arms several expensive wreaths and crosses. He placed them in the back of the car, and drove on.

This performance was twice repeated during the night, and after each stop the load grew heavier.

We arrived back in the small hours. The load was deposited in a small workshop, and my friend asked me to help in cleaning and re-enamelling the stolen goods, which later would be sold again as new to sorrowing relatives.

THE raid I have described is repeated whenever opportunity offers.

Please do not think I am a willing accomplice. I have done my best, only to be met by the impassioned remark that my friend loathes his business and means to get out of it when he has made money enough, and that since I am in it too I stand to suffer with him if I "split."

What is my duty? Must I "split" and once more be an out-of-work failure, or is it my duty to tell the local authority here what I know?

"HUMANIST" says: It is your duty to leave this ghoulish business as soon as you can.

If you were tricked into the first raid you certainly were under no compulsion to go a second time to rob graves. Your friend is bound to be caught sooner or later.

HUT HERMIT

– and his will

ELEVEN years ago, when my stepmother died, I left a comfortable place of service to look after my old father. My task was not enviable. In addition to debts, which I paid off with my savings, I seemed to have the dirt of years to clear from the home.

Bedding I burnt, buying more from my savings, which, before I had got the home at all habitable, were entirely depleted.

No sooner, however, was all shipshape than my brother arrived. He installed himself into what were now comfortable quarters, and with his wife made things so unbearable that in desperation I left them with my purchases and went back again to service.

Here I remained, supporting myself, until one day I received an urgent message from dad.

He said he no longer lived in the old house which I had made so clean and comfortable.

Finding it unbearable with my brother and his wife, he had installed himself in a hut at the bottom of the garden. He begged me to come to see him because he felt ill.

Although I lost no time in answering this appeal I was too late. An inspector had been round and ordered him to be taken to hospital.

I found him dreadfully ill, but still able to talk. He told me he had made a will which the insurance agent had witnessed, leaving all to me. It was, he asserted, in a box in the hut.

He did not live long after that, and although I was the only person who attended to his wants at the last, and arranged about the funeral, I was not given any hand in the financial arrangements.

My brother paid all and claimed all, and when asked about the will declared that none had been found.

I still feel that he is lying, and at least that some of the furniture being used is mine.

"HUMANIST" says: If you have the receipts of the things you purchased to renovate your father's home you can certainly claim them. If your brother will not hand them over, apply to a magistrate for an order.

As to the will, get in touch with the man who witnessed it.

"The Greatest of These —" Fund

THANK YOU *All!*

WE thank all our subscribers for the splendid response to our Christmas appeal.

We wish we could take them behind the scenes and show them the grateful letters for help given to numerous families, through their kindness and generosity.

A father writes: "We believe you will have made many homes happy this Christmas, but none happier than ours."

The parcels which we received and sent on their way to various homes were also much appreciated.

An ex-Service dad says: "I received parcel of clothing all right, and thank you very much. Will you please give my thanks and good wishes to those people who so kindly gave them?"

In this connection we must specially thank a Barnstaple lady who sent two consignments of warm woollies for the kiddies.

Mr. V. Thomas again sent us beautiful dolls, which grateful mothers received with joy for some sick little girl at home.

Messrs. Tom Smith sent us boxes of crackers. They produce some magnificent works of art, combining toys and crackers. A little chap who received a roundabout was wild with joy.

Messrs. Dean and Son spared us some of their beautiful, cuddly toys, to send "little 'uns" happily to sleep.

Unfortunately we have not the space to mention all our givers individually, and we think we cannot do better than quote the closing words of a mother's letter of thanks to the fund: "And thank everybody that is doing their bit for your fund."

* * *

Will all who are good enough to continue to do their bit this year please remember to send their names and addresses with their subscriptions to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2, so that we may acknowledge them through the post, as we no longer print lists of acknowledgments?

Every penny you send is passed on directly to those in need. All administrative expenses are borne by JOHN BULL.

AFRAID TO GO BACK

– Double betrayal

WHEN I was at college, I made a special study of Spanish in order to qualify for a position abroad. In this I was successful, and soon after leaving secured a post in Brazil.

This was with a firm of manufacturers, and, finding the work interesting, I threw myself into it, so that I rose to a position where I was entrusted with the secrets of various processes.

My immediate employer, the younger partner, had a girl-wife who often came in and out of the office.

She was extremely beautiful and fascinating, and though, like the other fellows, I worshipped her from afar, I never dreamed it possible that she would condescend to notice me.

However, one day the girl, pausing by my desk, asked if I would care that night to join her New Year party to the opera.

I ACCEPTED in a maze of happiness that deepened to rapture when I discovered that the "party" consisted of her and myself alone.

After the show I needed little persuasion to accompany my charmer to a real New Year party at the house of some friends. They were bright young people of the very freshest type, and as the champagne flowed freely I drank with the rest.

I must have done a lot of boasting, for next morning I discovered that my firm's choicest blending secret had become public property.

Rivals, standing to benefit, were in high glee, and as only two others, the partners, besides myself had held this key, I saw in a flash where I stood.

Added to this was the fear of what my employer would do when he found I had been kissing his wife.

KNIVES are handy in Brazil, and I anticipated the trouble by fleeing the country.

I am certain my late employer guesses all, but he has written saying that though the firm's secret process has been betrayed, he cannot believe that, in view of my former conduct, I have been the tool of another.

If, therefore, I will help him to discover the real culprit, he will give me a second chance and reinstate me.

I ardently wish to return, but can I do it without wrecking another man's domestic happiness?

"HUMANIST" says: You are the sole person to blame for accepting doubtful invitations and allowing wine to rob you of your brains.

Be man enough to say so, and remember that only a cad would try to incriminate a woman.

JOHN BULL'S GUARANTEE

EVERY article advertised in JOHN BULL carries with it a "money-back" guarantee.

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test, which have been approved by our experts, are marked—

In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona fides of all advertisements in JOHN BULL.

Any complaint must reach us within one month from the appearance of the advertisement in JOHN BULL and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED,
Proprietors of JOHN BULL.

FREE! De Luxe Beauty Outfit

To every Woman Reader of This Paper who can Tell What These Pictures Mean

£500 Guarantee To Increase Natural Beauty of Any Woman

by these secrets used by famous beauty queens & cinema stars

Do men prefer blondes or brunettes?—On this question they are about equally divided, but no man likes a shiny nose nor a sleek, greasy looking face, and, as a rule, they object to powdering in public. That mysterious thing we call love is made up of a bundle of physical qualities, chief among which is a beautiful complexion. Famous cinema stars and many actresses were quick to take advantage of this and for years they have used face powder blended with Mousse of Cream — a jealously guarded complexion secret, which many women know. For several years past, every woman or girl who has been elected beauty queen in any important contest has used Mousse of Cream powder so that now, no girl would hardly think of entering a beauty contest without the great advantage which this *particular* kind of powder affords. The Mousse of Cream not only gives an indescribably soft, fresh, youthful appearance to the complexion which cannot be obtained in any other way, but it makes the powder very adherent and invisible on the skin. It stays on in spite of perspiration while dancing, walking in rainy weather, playing golf or tennis. The worst shiny nose and the coarsest, roughest skin immediately take on amazing new beauty. In Poudre Tokalon, the mousse of cream is scientifically blended by a patented process. Miss Alice Diplarakos says: "A shilling spent for Poudre Tokalon helped me to be elected Beauty Queen of Europe." Miss Jennie Van Parys—Miss Belgium 1930—says: "I use Poudre Tokalon every morning." One beauty contestant of a prominent nation, who won first prize, was afterwards debarred because the judges found she was 30 years old, but all the time she easily passed for 22. Another married a millionaire who was attracted because she always had such a wonderful complexion, even while on the bathing beach. It's the mousse of cream that does it. 3,000,000 of the most beautiful women of the world now use Poudre Tokalon every morning. We guarantee under a forfeit of £500 (to any Charitable Institution) that Tokalon Mousse of Cream Powder will increase the beauty of the natural complexion of any woman.

In Picture No. 1 there are 150 grams of Poudre Tokalon. In Picture No. 3 there are 180 grams. In the small box there are 3 grams of mousse of cream. The giant size contains three times as much powder as the large size. How many grams of mousse of cream does the giant size contain?

Every woman who sends in the correct answer will receive a new de luxe Beauty Outfit containing a box of Poudre Tokalon with samples of various other shades, a tube of Tokalon Rose Skinfood, and a tube of Tokalon Vanishing Cream. If your answer is wrong, we will send a similar smaller outfit, so that whether your answer is right or wrong, you will receive a prize. Your answer must be sent on the coupon below before Jan. 20, and accompanied by 6d. in stamps to cover postage, packing and other expenses.

PRIZE COUPON No.

Name .....

Address .....

.....

.....

ANSWER

..... Grams

Mark in the space after shade of Powder YOU prefer

Natural	☐	Pink	☐
Ochre	☐	Rachette	☐
Rachel	☐	White	☐

Mail this coupon with 6d. in stamps to Tokalon Ltd.(Dept. 974D),212, Great Portland Street, London, W.1.

Sedentary Worker's Great Discovery.

Clapham Park, S.W.—"As one who leads a sedentary life," writes Mr. W. Manning, "I recognise the necessity of assisting nature to perform her functions. Lack of exercise brings constipation and all its attendant evils. Here is where Carter's Little Liver Pills make a strong appeal, and I have found them to be the best antidote to the consequences due to lack of exercise." Bad tastes in the mouth, poor complexion, sick headache, indigestion and biliousness quickly relieved! Avoid substitutes! Take genuine Carter's Little Liver Pills. In 1/3 and 3/- bottles. Of all Chemists.

FREE RADIO SETS to SMOKERS of "NAVY CLUB" VIRGINIA CIGARETTES

for only **60** COUPONS DOWN

And balance after receipt of set in monthly instalments.

YOU CAN HAVE A 23 Gns. "DENNIS" 5 VALVE SUPER TRANSPORTABLE.

Write Now!

British made. No Aerial. No Earth. Ready to switch on British and foreign stations easily tuned in. Polished mahogany case. Single Tuning dial; fitted for Gram. pick up. For particulars of how to get the Set first and Collect Coupons After, write your name and address on a sheet of paper and enclose 1 empty carton of

Navy Club VIRGINIA CIGARETTES 20 *for* 1/- 10 *for* 6D.

In 1d. unsealed envelope and post to (Dept. C.B.38) L. & J. FABIAN 74, NEW BOND St., LONDON, W.1

HOME COMFORTS

CARPETS, Rugs, Linos, Curtains, Tea and Dinner Services, Sheffield Cutlery, Table Cloths, Bedsteads, Bedding, Blankets and Kitchen Requisites and all Home requirements. Catalogue Free. Dependable quality and Money-Saving Prices. Dependable delivered Carriage Paid for small deposit & Easy Monthly Payments 30 years reputation for honourable dealing.

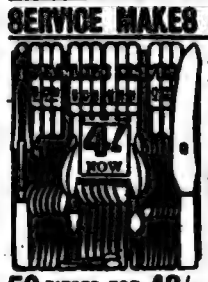
J. G. GRAVES Ltd., SHEFFIELD

The Easiest Way to Get the Best Value.

The easiest way to get the most for every shilling you spend is to buy goods that you see advertised. Only reliable firms are allowed to advertise in "John Bull," and readers therefore need never hesitate to respond to them, for they are all of proved value. It will therefore pay you to glance through the advertisements and to take advantage of the offers made.

Of vital importance is the care taken to ensure that no reader suffers any disappointment or loss through any of the goods purchased from announcements appearing in "John Bull." They are all covered by the Guarantee, which appears on this page.

THE GRAVES STAINLESS CUTLERY SERVICE MAKES FOOD ATTRACTIVE



A good Meal deserves a good Knife and Fork

WORLD'S FINEST VALUE

1 pr D'ble Shear Steel Carvers, Ivorette handles, 6 Stainless Tble Knvs. and 6 Stainless Dessert Knives, Ivory grained handles. Blades can be sharpened to razor-like edge. 2 Tble Spns. 6 Dsert Spns. 6 Tea Spns. 6 Egg Spns. 6 Tble Forks, 6 Dessert Forks, 1 Sugar Spn. 1 pr Sugar Tongs, 1 Jam Spoon, 1 Salt Spoon, all of Columbian Silver—always wears white.

50 PIECES FOR 48/-

TERMS: 5/- now and 5/- monthly if you are entirely satisfied. Full cost Approval in your own home.

Write for Catalogue.

J. G. GRAVES Ltd. Sheffield

ASTHMA

Sufferers from Asthma find instant relief in this standard remedy of 60 years standing.

4/6 *a tin at all chemists.*

HIMROD'S Asthma Cure

BET WITH THE BIG TWO!

Business all the Year Round

RACING

The same Generous Terms as offered on the Flat apply to

NATIONAL HUNT RACING

NO LIMIT—
WIN OR PLACE.

Bets on Favourites accepted for Singles, Doubles, Trebles, Accumulators.

Books now open on all the Big Events,

LINCOLNSHIRE,
GRAND NATIONAL,
DERBY.

FOOTBALL

The Highest Possible Odds with the Greatest Possible Security offered on the

CHALLENGER (CREDIT) COUPON.

Send for Rules and Lists.

DAVID COPE
& ALFRED H. MAURICE, Ltd.
(Dept. J.B.)
227, BATH ST., GLASGOW, C.2

Superfluous Hair

Now So Easy To Banish

Four million women have thrown away their razors—Veet now washes away every trace of ugly hair in three minutes, as easily as washing your hands.

1. Just apply Veet, a dainty perfumed cream, straight from the tube.
2. After two minutes, rinse away the hairs—not even a shadow remains.
3. And the skin is left soft, white and smooth as a child's—this distinguishes the *Veet way* from other ways.

No odour, no irritation, nothing complicated—satisfactory results in every case, or money refunded.

Asthma

Quick relief for Bronchial Asthma with Vapo-Cresolene, vaporized and inhaled direct to irritated membranes of breathing organs—restores normal breathing, makes restful sleep possible. The drugless treatment. Disinfects the room and prevents spread of infection.

Sold by all Chemists.

Vapo-Cresolene

Londo-Lyne Vaporizer

Remedial Inhalant for 50 years. Write for book et No 2

ALLEN & HANBURY'S Ltd., Lombard St., London, E.C.3

OUR LETTER PARLIAMENT

Charity Sweeps:

FOR *and*—

AS one with a strictly Puritan upbringing, I sincerely believe there is nothing wrong in taking part in a well-conducted charity sweep.

Unquestionably this is the most successful method of raising money for deserving objects.

There is nothing inherently immoral in games of chance, although, just as in eating, drinking, dancing and loving, reckless indulgence in them may spell disaster.

Life itself is a gamble. We lay down the stakes—time, labour, service, love—hoping for reward. And hope is life's great reviver.—*An Old Scotswoman, Musselburgh.*

Even Scrooge Pays Up

Thousands of people, some of them veritable Scrooges, will fall over each other to part with the price of a sweep ticket, the charity to be helped being far from their thoughts.

Pitiful it is, but the facts must be faced, and as long as charity is necessary, so will be the sweep.

A hater of gambling, I see no harm in this kind of scheme. It keeps our great healing institutions open, brings undreamt-of fortune to a few lucky ones, and does no injury to the many who participate.—*Frank Pritchard, Gloucester.*

Spice

As a harmless gamble gives spice to life, there is every reason why this instinct should be guided to useful ends.

A well-conducted sweepstake, with small expenses, adequate prizes, and a good slice for charity, leaves good will in every heart and a good taste in the mouth.

To leave this fruitful garden to foreign rooks is treachery to the British public and the worthy charities which can command assistance whenever an attractive appeal is organised.—*W. D. Gouldstone, Plaistow.*

To Save Life

Ninety per cent. of Britishers are wholeheartedly in favour of sweeps for charity. Yet we don't legalise them. The position is comic, and is another instance of public opinion being flouted by a puritanical, narrow-minded minority.

The heart-breaking struggles of our hospital authorities through lack of finance calls for instant action.

Shall we continue to allow thousands of cases, waiting in agony for treatment, to languish and die, all for want of a little common-sense?—*R. G., Wigan.*

Bookie's Benefit

During the past three years I have indulged in horse-racing to the extent of about 5s. a week, and can say, like thousands, I am well out of pocket.

But, apart from that, all I can see coming from my sport is the bookie thriving, living on the "fat of the land," so to speak.

I would far sooner have had tickets in charity sweeps, and had the feeling that someone more unfortunate in health or wealth than myself had benefited by my sporting pastime.—*H. Bonser, Nottingham.*

That Something

Sweeps provide funds for splendid causes. Some of the winners are very poor people, and the prize-money gives them that longed-for holiday; that something they have always wanted and the chance to help other poor people, or that "vital operation" fee.

Sweepstakes of this nature are not gambling; they are sporting chances to which we willingly give our mite.

Whether we win or not, we know that we have helped something or someone worth helping.—*J. E. K., Hanley.*

Piffle

The Stock Exchange and the Calcutta Club sweeps are allowed; but these are confined to members only.

Let us do away with hypocrisy. Let us have things open; not cloaked under such a phrase as "This is a voluntary contribution to the above club." This is all piffle.

Let sweeps be properly organised for charity, or, if needed, for the country's good. Those who object can refrain from buying tickets.—*A. L. Kirby, Herts.*

• • •

Let us give the hospitals more with one sweep than they could get with fifty "flag days."—*J. M., Lancs.*

—AGAINST

I SINCERELY hope that hospitals in this country will keep clear of sweepstakes.

It is wrong for a patient suffering, say, from consumption to be dependent either on the selling of flags by a pretty girl or the drawing of a sweep by blind children in Dublin.

The care of the sick and the suffering poor is a national duty, and I hope that as money is wanted we shall raise it in the right spirit, and not in the get-rich-quick spirit of people who want to get something for nothing.—*David Thomas, Wrexham.*

Poor Smith!

Smith and Jones bought tickets for a charity sweep.

Smith, an unemployed man, with a houseful of children, bought one ticket, hoping it would bring him some luck.

Jones, in regular employment and with no children, bought three tickets with the same motive, and won a nice little sum of money. Smith won nothing.

What could be more unfair? Jones had an advantage over Smith, as he could afford to buy more tickets. This is where the rich score over the poor.—*Mrs. A. Rees, S. Wales.*

New Toy

Were our charitable organisations dependent for financial aid on sweeps, we should undoubtedly stupefy that most sacred characteristic, so typical of our people—sympathy.

A charity sweep is merely a new toy, amusing for a time, and then—scrap heap.

It would take some time (even years) to revive sympathy again to its previous normal standard; but what about the financial affairs of the hospitals in the interim?—*H. T., Manchester.*

A Cloak

I am not really against ordinary sweepstakes, but let us leave the charity out of it, which is only an excuse to cover our selfishness.

Charity benefits very little from the sweepstakes.

Let us give with no thought of reward to ourselves, when we can afford to help those who are less fortunate.—*Brogden, Lincs.*

Sordid

Charities benefiting from sweepstakes might lose much of their present regular income.

Depending upon spasmodic adventure for existence, they would be as insecurely placed as casual labourers. No schemes could not be launched on a "sporting chance."

Sweepstakes foster gambling, greed, unwholesome excitement, devastating depression, and cause money required for necessities to be risked.

Something for nothing is a sordid enough principle for individuals to possess. For nations it is definitely base.—*M. G., York.*

• • •

The vice of gambling weds the virtue of charity. What a paradoxical union.—*Michael T. McGinley, Londonderry.*

The mind dislikes the thought of hospitals existing on cadging; it revolts at the thought of them existing on gambling.—*M. B. Mackenzie, Sussex.*

It is not dignified that the noble task of healing should depend on gambling instincts.—*F. Press, London.*

To legalise sweeps will mean legal murder of the spirit of good will, benevolence, philanthropy and charity.—*A. Baxter, Huddersfield.*

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published. Envelopes, marked "Letter Parliament," must reach us by first post on Tuesday, January 13.

Five Minutes with a Great Man—What I'd Tell Him

OUR EXPERT *Unravels the* CUP-TIES

Football Forecasts for January 10

ENGLISH CUP.—ROUND III.

(1) Aldershot v. BRADFORD.
(2) WEST HAM v. Chelsea.
(3) Leeds v. HUDDERSFIELD.
(4) ARSENAL v. Villa.
(5) LIVERPOOL v. Birmingham.
(6) HOTSPUR v. Preston.
(7) PLYMOUTH v. Everton.
*(8) BARNSLEY v. Bristol City.
*(9) W.B. ALBION v. Charlton.
(10) BRISTOL ROVERS v. Q.P. Rangers.
(11) SUNDERLAND v. Southampton.
**(12) NEWCASTLE v. Forest.
(13) Burnley v. MANCHESTER C.
(14) STOKE v. Manchester U.
(15) MIDDLESBRO' v. Bradford C.
**(16) BLACKBURN v. Walsall.
(17) Exeter v. DERBY.
**(18) LEICESTER v. Brighton.
(19) HULL v. Blackpool.
(20) Fulham v. PORTSMOUTH.
**(21) SHEFFIELD U. v. York.
(22) Gateshead v. WEDNESDAY.
*(23) BOLTON v. Carlisle.
(24) SOUTHPORT v. Millwall.
*(25) WOLVERHAMPTON v. Wrexham.
(26) PALACE v. Reading.
**(27) BURY v. Torquay.
*(28) BRENTFORD v. Cardiff.
*(29) OLDHAM v. Watford.
(30) NOTTS v. Swansea.
(31) Corinthians v. PORT VALE.
(32) Scarboro' v. GRIMSBY.

SOUTHERN SECTION

(1) GILLINGHAM v. Coventry.
(2) LUTON v. Norwich.
* (3) SOUTHEND v. Thames.

NORTHERN SECTION.

(1) Barrow v. DARLINGTON.
(2) ACCRINGTON v. N. Brighton.
**(3) CHESTERFIELD v. Nelson.
(4) Rochdale v. STOCKPORT.
(5) Rotherham v. WIGAN.

SCOTTISH LEAGUE.

(1) CELTIC v. East Fife.
(2) AIRDRIE v. Aberdeen.
(3) Ayr v. HAMILTON.
(4) COWDENBEATH v. Clyde.
(5) DUNDEE v. Morton.
(6) HEARTS v. Kilmarnock.
(7) LEITH v. Hibernians.
(8) MOTHERWELL v. Rangers.
* (9) PARTICK v. Falkirk.
(10) ST. MIRREN. v. Queen's Park.

This Week's Star

Dixie Dean, Everton stalwart

WINNERS IN CODE

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL special selections in code in the *Daily Herald* and *Sporting Life* each Friday morning.

Division and number will be quoted as above, together with *H* for home team and *A* for away team

Example Code.—English Cup.—12 (*H*), 16 (*H*), 18 (*H*), 27 (*H*); Southern Section—3 (*H*); Scottish League—9 (*H*) would indicate Newcastle, Blackburn, Leicester, Bury, Southend and Partick.

GREAT HAIR GROWTH DISCOVERY

Frederick Godfrey solves problem of first importance—Baldness and Hair Troubles Conquered—New Hair for All.

WONDERFUL FREE 1931 *GIFT TO READERS*

Post Form Below, which Entitles every Reader to Free Supply of the Marvellous Hair Tonic which has demonstrated to the Scientific World that a Perfect Head of Hair can be secured and retained at any age—Free from Scurf—Falling—Loss of Colour, or any other Defects which are at present so prevalent and disfiguring to both Men and Women.

SEND NO MONEY

By a special arrangement John Bull Readers are to receive a Trial Supply of Frederick Godfrey's wonderfully successful Hair Tonic Free.

THAT hair troubles and even complete baldness are on the increase, not only amongst men but also amongst women, is a definite fact.

It is, therefore, most timely that Mr. Frederick Godfrey, the well-known Hair Specialist, states he has discovered how the handicap of Loss of Hair can be removed and new Hair grown.

MR. FREDERICK GODFREY.

The well-known British Hair Specialist, whose discovery in relation to Hair Growth is one of the most important scientific achievements of recent times.

Fortunately for all who are afflicted with imperfect hirsute adornment and protection owing to Falling Hair, Scurf, Greasy Scalp, Patchy Baldness, Discoloured Hair, Grey or White Hair, Lustreless or Brittle Hair, Mr. Godfrey goes further than merely making this statement.

He offers to-day to every reader of this paper the condition of whose hair is not all that is desired a free trial of the remarkable Hair Tonic which he has produced and which has played so important a part in the hair betterment of many thousands of people.

Except by personal experience, no more striking proof of what Mr. Godfrey's discovery will do in the way of Hair Growth could possibly be afforded than in the instances illustrated by the photographs reproduced in this announcement.

No man or woman whose hair is in any way defective should hesitate to take advantage of the coupon printed below.

Even though the Lack of Hair or Loss of Colour has been of many years' standing and all hope of improvement has been abandoned, Mr. Godfrey still advises that a trial of his discovery should be made.

GRAVE SOCIAL AND BUSINESS HANDICAP

The social and business handicap of baldness and grey hair is so great that this discovery is bound to rank as one of the most important steps in the scientific progress of the age.

Beginning to look old as the result of thinning or greying locks has hindered many a man and woman's chances of advancement; it has even cost numbers their very livelihood, owing to their position having been given to younger looking folk.

PERMANENT YOUTHFUL APPEARANCE

This need no longer happen. A youthful appearance can be maintained always. Those who have already lost their hair or whose remaining locks are grey or even white have now the chance to renew their youth so far as all outward appearance goes. All that any reader of this paper need do is simply to fill in the Form printed below and forward it to-day to the British Hair Specialist, Mr. Frederick Godfrey, of Whatstandwell, Matlock, Derbyshire.

RECORD OF SUCCESS

He will then send to each, Free of Cost or obligation, a generous trial supply of his remarkable Hair Tonic, which under severe tests has proved its success.

sired to follow Mr. Godfrey's advice then the cost is quite small and the time and trouble required are inconsiderable.

Mrs. F. Willis was quite bald on 6th of May, 1930, when this photograph of her scalp was taken. The side photographs show her splendid head of Hair to-day, thanks to Mr. F. Godfrey's Discovery.

READ MRS. WILLIS'S REPORT

and send the Form below for Free Trial Supply for yourself.

Chalvey, Slough, Bucks.
25th September, 1930.

Dear Sir,—My hair is growing lovely, it is black and curly on top, but it is a little grey at the side, but I am quite satisfied, as I was quite bald six weeks ago. The doctors were surprised to see how it had grown.

I enclose photographs, and you may use them and this letter as you will. When I have had the final treatment I will send you another snap.
Thanking you for a great hair lotion.

I am, Sir, Yours truly, *Mrs. F. WILLIS.*

W. Westwood, of 47, Redfield Road. C. Roper, of 10, Chilcompton Road. C. Mears, of 9, Chilcompton Road. J. Sage, of 52, Redfield Road. W. Turner, of 12, Chilcompton Road. J. Chivers, of 11, Chilcompton Road. All of Midsomer Norton, nr. Bath.

Six men certify what the New Hair Discovery has done for their friend, Mr. E. Gregory. Send form below and benefit YOUR hair.

DECLARED at Midsomer Norton in the County of Somerset the 23rd day of October, One Thousand Nine Hundred and Thirty, before me
A. F. B. THATCHER,
A Commissioner of Oaths.

Another Photograph showing Mr. Gregory's excellent present hair growth.

E. Gregory was completely ld in June, 1930. Notice hair to-day.

Ernest Gregory, of 12, Chilcompton Rd., Midsomer Norton, Bath, Somerset, do solemnly and sincerely declare that in June of ar I was bald all over my head. I consulted Mr. Frederick Godfrey, Hair Specialist of Whatstandwell, Matlock, and by ue of his advice and Treatment my hair has been fully restored. All baldness has now disappeared. Prior to consulting . Godfrey I tried various preparations and well-known remedies for restoring my hair, but without success. Within one k of Mr. Godfrey's treatment being used I could see signs of new hair appearing. I therefore persevered with the treatment, d I am now able to state that my hair is in perfect condition, due entirely to Mr. Godfrey's treatment and advice. As a final imony to this fact I give my photograph and also a photo of myself and six friends, who also testify that my hair has grown again er being bald.
October 23rd, 1930

(Signed) *ERNEST GREGORY.*

IF YOUR HAIR IS IMPERFECT or you are afflicted with Falling Hair, Scurf, Greasy Scalp, Patchy Baldness, Discoloured, Grey, or White Hair, Lustreless or Brittle Hair, TO SECURE PERFECT HAIR GROWTH IN 1931

There have been so many attempts to solve this problem. Some people have given up hope of ever renewing their lost hair or regaining the natural colour in hair that has perhaps for many years past been grey or even white. All these previously disappointed ones should take heart again and at once secure this gift of Hair Tonic, as well as Mr. Frederick Godfrey's advice. Under to-day's offer both are Free, and if afterwards it is desired to purchase further supplies the cost is only 3s. 6d. per bottle.

POST THIS FORM TO-DAY FOR NEW HAIR GROWTH

Entitling to FREE TRIAL SUPPLY of Frederick Godfrey's Tonic Hair Dressing.

SEND NO MONEY

Simply enclose 3d. in stamps to cover postage and packing.

NAME .....

ADDRESS .....

.....

My Hair Complaint is.....

.....

(Please Print Name and Address in Block Capitals.)

J.B., 10/1/31.

I enclose 1½d. stamps (value 3d.) towards the cost of postage and packing.

POST THIS FORM DIRECT TO

F. GODFREY (J.B. Special Offer Dept.)
WHATSTANDWELL, MATLOCK, DERBYSHIRE

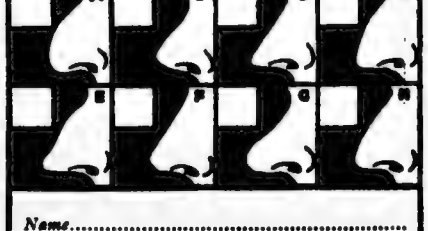
'NOSTROLINE' £65 CASH NOSE COMPETITION

OPEN TO ALL!

Every nose needs "Nostroline" for Colds and Catarrh. No home should ever be without it. Use "Nostroline" at the first sign of a Cold. It clears the head, stops the nasal discharge and makes you breathe freely. "Nostroline" gives instant relief from Catarrh, Head Colds and Influenza. It is Soothing, Pleasant and Comforting. Try it now. Get a 1/3 "Nostroline" from your Chemist to-day and enter this easy and interesting Cash Competition.

Are you a Judge of Noses?

Below are eight types of men's noses. To win a valuable cash prize you only have to use your skill to judge which types of noses are most often seen. Write figure 1 against the nose you estimate to be most frequently seen, figure 2 against the next, and so on until you have given a number to every nose. The Competitor whose attempt is nearest to the order shown by the votes of competitors as a whole will win the first prize of £35 Cash. 2nd Prize £10 Cash and 3rd Prize £5 Cash.



Name.....

Address.....

.....

"Nostroline" Competition, 3, Clifton, Bristol.

X PIN CARTON HERE

EXTRA £15 FOR PROMPTNESS.

We will add £5 to each of the three prizes for winners entries post-marked within 5 days after date of this paper. SEND IN NOW.

Fill in your name and address on coupon and attach the outside carton from a packet of "Nostroline" purchased from the Chemist. Further attempts may be made on plain paper but each must be accompanied by a "Nostroline" carton. Post in sealed envelope (1½d. stamp) to Nostroline Competition, 3, Clifton, Bristol. TO ARRIVE NOT LATER THAN JANUARY 24TH.

All prizes divided in event of ties. No correspondence can be entered into. The decision of the Managing Director of "Nostroline," Mr. H. E. Matthews, is final and legally binding. Result will be published in this paper dated March 14th.

YOUR NOSE NEEDS 'NOSTROLINE'

Suffered With Psoriasis 12 Years Healed by Cuticura

"I suffered severely from psoriasis for twelve years. It began with a small red patch below the right knee. This gradually extended until it reached well down the shin. The irritation was intense and the skin scaled over. The scales used to rub off leaving a sore surface which at times used to bleed. The same trouble broke out on both my arms below the elbow, also on my back and head. The itching and soreness were something terrible at times.

"A friend recommended Cuticura Soap and Ointment so I purchased some. I continued with the treatment and now I am completely healed." (Signed) E. R. Harding, "Holmwood," 9, Kensington Gdns., The Drive, Ilford, Essex, Eng., April 4, 1930.

Cuticura Soap, Ointment and Talcum are all you need for all toilet uses, Soap to cleanse, Ointment to soothe, Talcum to powder.

Soap 1s., Ointment 1s. 3d. and 2s. 6d., Talcum 1s. 3d. For sample each address: F. Newbery & Sons, Ltd., 27, Banner St., London, E.C.1.

Cuticura Shaving Cream 1s. 6d. a tube.

HERE is an opportunity for father and the rest of the family to sit down and win a big prize. Wouldn't a cheque for £600 be a wonderful start for the New Year? Besides this splendid "first" there is £50 offered for "runners-up" as well as a well-filled "John Bull" Hamper for every prizewinner. Spread yourself out on this profitable and fascinating contest now—and do your best to capture that £600 cheque.

An extra £50 for runners up

SETTLE DOWN and win John Bull's £600 must-be-won X-Word

'XTRA X-WORD PRIZES

In addition to the £650 Cash prizes, an extra prize of a big "John Bull" Hamper will be awarded to every prize-winner in this week's contest.

an extra award of a "John Bull" Hamper. Every reader has an equal opportunity — no competitor may send in more than one Sixpenny double entry—entry fee Sixpence for TWO attempts. No claims required. No entries accepted after Thursday (noon), January 15th. Solution of puzzle will be published in "John Bull" on sale Thursday, January 22nd. Winner will be given in "John Bull" on sale Thursday, January 29th, 1931.

"JOHN BULL" will pay £600 for a correct solution on one form of "John Bull's" Crossword No. 97, appearing below. Failing a correct solution, the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £50 will be divided between those competitors whose solutions contain one error only, or only one error more than the winning solution. In addition every cash prize winner in this contest will also receive

Closing Date, Thursday (noon), January 15th.

Read these Rules and Conditions carefully

1. Fill in puzzle opposite **IN ORDINARY INK**, not copying-ink or copying-ink pencil, sign your name and write your address in **BLOCK CAPITALS.** Cut out coupon, place it with a Postal Order value sixpence in an envelope bearing a **three-halfpenny** stamp and post to **"John Bull" Crosswords (No. 97), 57, Long Acre, London, W.C.2 (Comp.),** so as to reach us not later than noon on Thursday, **January 15th.**

Entry MUST be sent by post.

2. Postal Orders must be made payable to Odhams Press Ltd., and crossed —/& Co./—and the date of sending the order, complete with the name and address of competitor, must be written on the back. The number of the Postal Order must be written in the space provided in the Entry Form. Stamps cannot in any circumstances be accepted.

3. No responsibility will be accepted by the Editor for any coupon lost, delayed, not delivered, or mislaid. Proof of posting will not be accepted as proof of delivery, and no correspondence will be entered into.

4. In the event of a tie the **£600** prize will be divided between those competitors whose coupons are correct or contain fewest errors, but no competitor shall receive more than one share. Competitors should note that errors are computed according to the number of words which incorrectly answer the clues given.

5. Mutilated or altered Entry Forms will be disqualified. Solutions must be complete and filled in on Entry Forms provided.

6. **No competitor may send in more than the two solutions "A" and "B" provided for on the Entry Forms.**

7. The correct solution of the puzzle is known only to the Editor and will be kept under seal until all entries have been received.

8. The result of this competition will be published in the issue of "John Bull" on sale **Thursday, January 29th.** Any competitor who claims to have sent in a solution which is identical with the published solution or contains as few errors as the competitor announced as the **£600** prize-winner may have a scrutiny by demanding the same by or before first post **Tuesday, February 3rd,** after which date the prize-money will be despatched and no claim will be considered.

9. If such demand is found to be correct the result will be amended accordingly, and any competitor demanding a scrutiny must accept as final the result of such scrutiny as certified by the Editor.

10. Every request for a scrutiny must be made by Registered Letter only, and must be accompanied by a remittance of £5, which will be returned to the competitor if his claim proves valid.

Request for scrutiny must be addressed to:—**The Competition Editor, "John Bull," Long Acre, London, W.C.2.** Envelopes should be marked "Scrutiny" in top left-hand corner. All applications must be accompanied by a copy of Entry Forms and number of Postal Order. No claims for scrutiny can be entertained in connection with the additional award of £50 cash, the winners of which will be finally decided according to the result of our careful searches of all entries.

11. Entries for this Competition must not be enclosed with "Bullets" entries or other correspondence addressed to "John Bull."

12. The Editor's decision is final and legally binding in all matters relating to this competition, and acceptance of this condition is an express condition of entry.

13. Employees of Odhams Press Ltd. and members of their families are not allowed to compete.

14. Failure to comply with any of the conditions involves disqualification.

CUT HERE

"JOHN BULL" CROSSWORD No. 97

Entry Form "A."

JB 97

Do not separate these forms.

Entry Form "B."

JB 97

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose 6d. P.O. No.....

These Entry Forms must not be separated and a postal order for SIXPENCE must be enclosed to cover either ONE OR BOTH entries.

SIGNED .....

ADDRESS .....

.....

Closing Date Thursday (noon), January 15th.

CUT HERE

N.B.—Cut out the above Form complete.

Don't run the risk of being late — fill in and post your coupon early.

Clues Across.

1. HANG DOWN.
4. MOTHER HIDES THEM FROM SONNY.
9. USED BY HOUSEWIFE.
11. LIKE AN ANGEL.
14. RELATING TO LOVE.
15. DECREASE.
16. QUEER.
18. TWICE FIVE.
19. DISPOSED OF FOR PAYMENT.
22. TERM USED IN CARPENTRY.
24. ALE-HOUSE.
28. FEMALE RELATIVE.
30. FISHERMAN USES.
32. HAPPY.
34. CHURCH BELL IS MADE TO BE.
35. ALL M.P.s DO.
36. CHEAP ENJOYMENT FOR TRIPPER'S TWOPENCE.
38. RECOMPENSE.
39. A JACKET.
40. A CANDLE-STICK HAS.
41. BOILING MILK DOES SOMETIMES.

Clues Down.

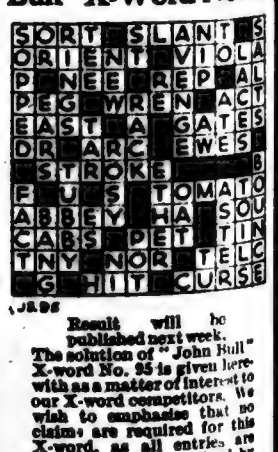
1. SAILOR KNOWS ALL ABOUT THEM.
2. DIRECT.
3. GROWL.
5. ORGAN OF HEARING.
6. AN INDEFINITE NUMBER.
7. STITCH.
8. SEEN ON RESTAURANT TABLE.
10. HOLDS COLLAR TO SHIRT.
12. ANCIENT LANGUAGE.
13. SMALL AMERICAN COIN.
17. THROW OUT.
20. SINGLE ITEM.
21. PLEASES THEATRE MANAGER.
23. CRUDE MINERAL.
25. ALTERED ITS DIRECTION.
26. YOU WARM THESE IN FRONT OF THE FIRE.
27. WHACKED.
29. SEEN ON BOAT-RACE DAY.
31. PRIVATE TEACHER.
33. ITALIAN COIN.
36. CLOSE FRIEND.
37. WRATH.

Chambers' 20th Century Dictionary and Nuttall's Dictionary (latest edition) were used in compiling this puzzle.

WINNERS IN X-WORD No. 95.

In consequence of the later closing date of this contest the winner's name will not appear until next week's issue on sale 15th January, 1931.

Solution of "John Bull" X-Word No. 95



JB 95

Result will be published next week.

The solution of "John Bull" X-word No. 95 is given herewith as a matter of interest to our X-word competitors. We wish to emphasise that no claims are required for this X-word, as all entries are being carefully examined by our staff.

A special prize of £5 will be awarded to the Newsagent from whom the £600 winner usually purchases his copy of "John Bull." Should the £600 be shared the £5 will be divided between sharers' Newsagents.

WHEN YOU HAVE FINISHED THIS X-WORD, TRY YOUR SKILL IN THE "DAILY HERALD" X-WORD NEXT SATURDAY—£600 MUST BE WON

Write to "John Bull" About It!

THE EDITOR REPLIES

AY (Guildford).—"Our neighbour is r so happy as when she is running body down." Motor or gossip?

K. (Yeovil).—"I object to gagging he stage." But it's just what some rs need.

M. (Swindon).—"He draws poor law f and yet he owns a car." Perhaps 's why he needs relief.

NDLORD (Norwich).—"A month's ce to move should be sufficient." pt in the case of a chess-player.

RT (Hull).—"Atmospherics spoil a of our wireless talks." But not ly enough.

N. (Mayfair).—hy do you think I my wife that I uld be kept late at office?" Because you arranged to play s at your club.

K. (Rochester).—"The ern girl is too fond of colates." When she be- es engaged she takes an rest in suite shops.

L (Newcastle).—"What e best thing to do when hear people shouting to to stop a runaway e?" Pretend you don't.

K. (Dunstable).—"He arrested while writing tter demanding money threats." That never s to happen to our r.

W. (Oakham).—"He re- ned at home for five s because the girl would marry him." Many a does that because the did marry him.

S. (St. Boswell's).—"An which escaped from a ing circus near Edin- h chased a tax collector n a near-by house." Ap- tions for the loan of animal will be dealt in strict rotation.

B. (Edinburgh).—"Politicians are a bit clever in private life." Then n are they clever?

RTHA (Ilford).—"My new evening is cut low at the back." Now you want a fur wrap to keep you warm.

L. (Lancing).—"What is the first irement for opening a banking unt?" Cash.

E (Hoxton).—"I owe everything to wife." Then pay her well with a of gratitude.

P. (Bury).—"I had to think twice e writing this." Are you convales- yet?

IE (Fleetwood).—"My young man rown a moustache. I couldn't help ning." It must have tickled you.

S. (Filey).—"Most soap is bought he bar." Lawyers have such a lot rty work to do.

(Manchester).—"Wireless lecturers lot of dull old gas-bags." This, ourse, is not true. Some wireless rers are quite young.

P. (Highgate).—"A cure for depres- is to sing before each meal." And 's a cure for singing before each ?

N. (Baldock).—"I claim to have the shortest platform speech on d." Was it: "Stop me if I bore ?

E. (Glasgow).—"The last Japanese quake destroyed dozens of public es." Some countries have all the

A. C. (Fife).—"Where is the Scotsman who can't get value for his money?" In the telephone-box, frantically pressing button "B."

N. P. (Plymouth).—"I enclose a poem, 'A Cold Winter's Morning.'" It's a frost.

E. H. (Battersea).—"The twins take up all my time." They make you think twice about them.

P. N. (Downham).—"My wife doesn't understand me. Does yours?" She doesn't know you.

P. N. (London, S.).—"Doctors say yawning is a healthy exercise." Then our dramatists should keep us very fit.

L. M. (Victoria).—"My watch hasn't varied a second for the past six months." When are you going to get it mended?

P. N. (Paddington).—"I can't stand riding in London 'buses." You would have to if all the seats were occupied.

A. N. (Goole).—"My son is a genius." We expect you are a firm believer in heredity.

A. M. (Marlow).—"I gave him a bright new sixpence, but he didn't seem very pleased." He would probably have preferred a dirty old shilling.

N. F. (Cheam).—"A woman's secret society has been formed in New York." Are they going to engage a man to keep the secrets?

T. M. (Edinburgh).—"I charge £50 for making a room soundproof." Hush money.

T. J. (Dalkeith).—"How much do M.P.s earn?" About half as much as they get.

C. A. (Deal).—"I noticed an unusual glare in the sky the other day." Don't worry; it may only have been the sun.

C. M. (Hither Green).—"Scientists think in terms of thousands of years." Moral—don't lend money to a scientist.

S. M. (Frome).—"Who holds the world's skipping record?" Some poor book reviewer, we imagine.

J. C. M. (Bournemouth).—"When I was big-game hunting in Africa some time ago I saw an old London taxi-cab." Is it the case that the driver was taking his fare from Piccadilly to the Strand?

D. M. G. (Carlisle).—"Keen animosity is often displayed towards the man at the top of the ladder by those beneath him." We feel that way, too, when we pass under a particularly careless house-painter.

T. L. (Warwick).—"I see that a woman judge in America has pardoned several criminals." Trust a woman not to let a man finish a sentence.

D. S. (Chelsea).—"It was wonderful to hear the football crowd cheering in spite of the rain." They made light of a damp match.

V. R. (Macclesfield).—"In Bechuanaland a man cannot marry until he has killed a rhinoceros." Yet we look down upon this enlightened people!

Mrs. R. (Mayfair).—"At my novelty dance the ladies have to bring with them their pet aversion." But what if their husbands refuse to go?

MARY (Leigh).—"Domestics can't do too much for a good mistress." And they don't.

D. G. (Lambeth).—"I can explain why plays are rejected." But what we want to know is why some of them are not.

B. Y. (Penn).—"This is a lonely place, and an Alsatian in the yard at night makes for security." And for intruders?

EFFIE (Battersea).—"Home-made ties last longest." That's what many husbands complain of.

HARRY (Ackworth).—"My hands are soft because I wear gloves even in bed." Do you wear a nightcap too?

DOCTOR (Plymouth).—"I've opened a new crèche for babies." We wish you a howling success.

P. R. (Weymouth).—"Did the goose I sent you for Christmas do for the whole of your family?" Nearly. But they have now recovered.

H. T. (Stoke).—"I don't object to a man calling a spade a spade." Nor do we. But we do object to his calling it three no trumps.

C. B. (Wentworth).—"When our candidate finished speaking, I shouted, 'Rot.'" We admire a blunt man like you, who expresses all that is in his mind.

F. T. (Stafford).—"I'm going to start a hand laundry." Excellent! We know many small boys who need something like that.

Mrs. B. (Selby).—"Women are more self-sacrificing than men." Certainly no man would make himself a guy just to be in the latest fashion.

J. C. (Accrington).—"I am looking for better things in the New Year." Well, the best thing of the New Year is on page 35. Those precious coupons may mean £950 for you!

F. P. (Hitchin).—"After marrying six times, he was certified insane by a mental specialist." Why on earth was it thought necessary to take the opinion of a mental specialist?

W. S. (Wishaw).—"More men suffer from gout than women." You seem to have overlooked the fact that when a man has gout his wife and family also suffer from it.

Mrs. D. (Hatfield).—"I must apologise for the cake I sent you. I believe I left something out." Nothing you left out could have upset us so much. It must have been something you put in.

SIDE-Slips

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. In the event of the same "Slip" being sent by more than one reader, the award is paid to sender of the first letter opened. Mark envelopes "Slips."

NOUSTIE GAZETTE:—"The artists also ROASTED."

STEEN ADVENTURE MAGAZINE:—"I glass of whisky in BOTH MY HANDS."

TSMAN:—"Chauffeur-Gardener d; LIE out."

ULAR MAGAZINE:—"Often played his victim as a cat does with a ."

NDON ADVERTISER:—"The INJURY djourned."

KENTISH GAZETTE AND CANTERBURY PRESS:—"A valuable POT of Freehold Building Land."

BIGGLESWADE CHRONICLE:—"My husband does not work owing to mental troubles. He committed suicide TWO YEARS AGO."

CHESHIRE DAILY ECHO:—"Teams are playing worse on their OWN GROUND than they do AT HOME."

FREE BOOK FOR AMBITIOUS MEN

It Points the Way to Success Simply Fill in Coupon—Post Now

Thousands of young business men are to-day firmly established in the receipt of big salaries, as a direct result of Postal Training received under the expert guidance of the Metropolitan College.

They first realised the urgent need for proficiency in their chosen branch of Commerce, and then found in the College 136-page "Guide to Careers in Secretaryship, Accountancy, Law and Commerce" the one way whereby it could be most easily and thoroughly acquired.

The Guide was their starting point, as it can be yours. It set their feet marching to the tune of splendid progress.

What they have done YOU also can do!

Procure now your FREE copy of the "GUIDE TO CAREERS" and read how ambitions can be realised and coveted positions obtained. Do not delay your own success! Post off coupon at once.

Also free "Civil Service Guide." Send P.C.

COUPON—POST NOW

Please send me a copy of the 136-page "GUIDE TO CAREERS in Secretaryship, Accountancy, etc.," to keep, without charge or obligation.
G9/5.

NAME .....
(In Capitals)

ADDRESS .....

John Bull,
Jan. 10, 1931 .....

METROPOLITAN COLLEGE
Dept. G9/5, ST. ALBANS.

A CLOSING DOWN **SALE**

THE WHOLE STOCK of Herbert Chester, a leading London Tailor, has been bought by us at HALF PRICE.

84/- LADIES' WINTER COATS for 45/6

FOR **2/-** DOWN

DO not miss a Bargain. Beautiful heavy Wool Face Cloth Coats, made to be sold at 84 6s. 0d. and 85 5s. 0d. We are selling them all at 45/6. Send for one on approval, and if you do not think it is a real bargain return it and we will refund your deposit. Each Coat smartly fashioned with front and back panels. Slightly flared Skirt. Fully Silkateen lined. Extra large Mole or Beaver Coney Collar and extra deep gauntlet Fur Cuffs. Beautifully tailored in shades of Navy, Black, Light and Dark Brown, Almond, Green, and Wine. 45 S.O.S. and X.O.S., 48" and 50", 5/- extra. Send us your bust measure, length, and colour required. Also send 2/-, together with 6d. for postage (no further payment required until you have had the Coat one month), and agree to pay 6/- per month.

Write for our Illustrated free catalogue of wonderful bargains and easy to pay terms, or call at our showrooms.

PRICE 45/6

John Bloomfield (Dept. J.B.T.), 8 & 9, BATH STREET, CITY ROAD, LONDON, E.C.1.

Showrooms open 8.30 a.m. to 6.30 p.m. Thursday, 8.30 a.m. to 1 p.m. Saturday, 8.30 a.m. to 7 p.m.

STOPS INDIGESTION
AND PREVENTS ITS RETURN!

YOU can only get rid of indigestion by removing the cause; it's no use merely relieving the pain, it will come back again. Indigestion is usually due to excess stomach acid and to overcome this there is nothing so good as 'Bisurated' Magnesia which quickly restores normal, healthy digestion. 'Bisurated' Magnesia also has a soothing and healing effect upon the acid-inflamed stomach. Thousands of one-time sufferers praise this antacid remedy. *1/3 of chemists.*

A Doctor says: "I find 'Bisurated' Magnesia is the only thing that keeps me free from discomfort. I take it regularly. I often prescribe it for my patients and have had very good results."

'BISURATED' MAGNESIA
THE WORLD'S ANTACID

A NEW YEAR RESOLUTION
Get this Dictionary of Reference

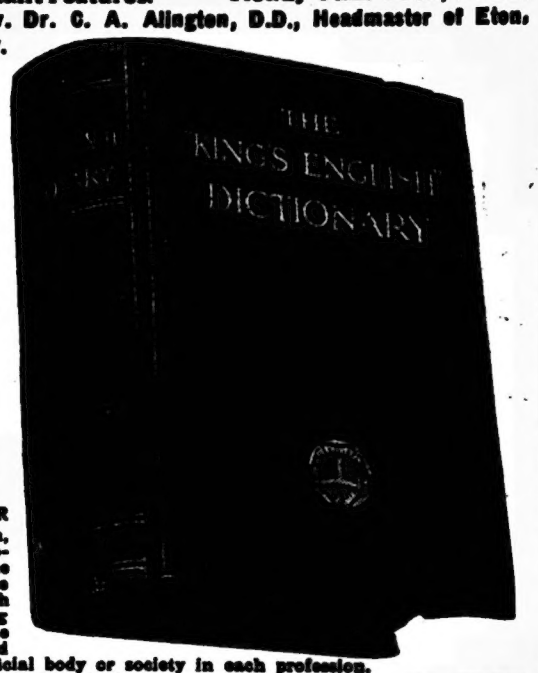
WONDERFUL NEW EDITION.

Thoroughly Revised and Up To Date. MANY New and Important Features. **Ready Jan. 15th, 1931.**

INTRODUCTION by the Rev. Dr. C. A. Alington, D.D., Headmaster of Eton, on the Uses of a Dictionary.

NEW WORDS.

DICTIONARY OF HEALTH
A Healthy Diet. Medicines in Common Use. Prescriptions.
FIRST AID IN THE HOME
DICTIONARY OF COMMERCE
A Glossary of Terms used in Accounting, Banking, Insurance, Shipping, Stockbroking and General Business.
HISTORY OF LITERATURE
HUMANISED GEOGRAPHY
(With World Maps)
FAMOUS MEN AND WOMEN
(Living and Dead)
WORLD HISTORY
SYNONYMS & ANTONYMS
CORRECT SPEECH AND HOW TO WRITE ENGLISH
AND
DEFINITIONS OF OVER 150,000 WORDS



THE CHOICE OF A CAREER
for young men and women, giving a survey of the professions and indicating the nature of the work, the qualifications required, with full directions for obtaining further information. The text has been submitted and passed by the recognised official body or society in each profession.

Five Days' FREE Examination

Messrs. BRITISH BOOKS, Ltd., 86, Strand, London, W.C.2.
Please send me THE "KING'S ENGLISH" DICTIONARY (New Edition) on approval for 5 days' FREE examination. I will return it on the sixth day; or if I decide to purchase, I will remit a first payment of 2/6, and ten further monthly payments of 3/-, to complete the price of 32/6. (Cash price 31/-)
NAME .....
ADDRESS .....
DATE ..... (J.B. 17).

No More Disturbed Nights.
BLADDER COMFORT.

Bladder irritation is more troublesome when it disturbs one's sleep. You need the mild, soothing antiseptic provided in Shadforth's "Bladder comfort" No. 285. It acts like a charm. It is prescribed for chill on bladder and kidneys, burning, cystitis, prostatitis, leg pains, rheumatism, sciatica, etc. Don't worry yourself into a nervous wreck. Get immediate relief and comfort with the proved remedy: Shadforth Prescription No. 285. Prices: **2/6** (50), **4/6** (100), **13/-** (300 pills).

Privately packed and post free at these prices from

Shadforth Prescription Service, Ltd.
Qualified Dispensing Chemists,
(Dept. J.B. 25) 9, King William St., London Bridge, E.C.4

Branches: 168, *High Street, Walthamstow, E.17*; 409, *Barking Road, East Ham, E.6*; 1a, *Durban Road, West Ham, E.15*; 6, *Ashton Parade, Chadwell Heath*; 2, *Heath Park Parade, Gidea Park*; 44, *London Road, Romford*; 1148, *Green Lane, Becontree Heath*; and 63, *Grove Road, Bow, E.3.*

Boots, Taylors, and all live chemists hold stock, or gladly obtain to order at a day's notice.

LEAVE YOUR COLD BEHIND YOU!

Let Galloway's get a grip on that cold of yours and hey presto—it is gone! Galloway's acts so quickly and so surely.

GALLOWAY'S COUGH SYRUP

Unsolicited Testimony. — *Mr. George Clarke, the well-known comedian (of the successful Musical Play, "Darling, I Love You," at the Gaiety Theatre, London), writes: "It is most essential for me to keep free from coughs and colds, and I have relied entirely upon Galloway's Cough Syrup. I can always be sure of giving my turn without having to contend with coughs and colds."*

Sold by all Chemists and Stores. Price 1/3 & 2/6 per bottle, or direct from P. H. GALLOWAY Ltd. Chemists, London, S.E.17. Price 1/9 & 3/3 post free.

Thanks to "John Bull"

Readers who praise JOHN BULL'S Great Free Insurance Gift.

"GOOD news soon spreads—we shall not fail to give it wings," wrote a reader recently when acknowledging a cheque from JOHN BULL.

And "the good news soon spread" when we announced last week that JOHN BULL'S Great Free Insurance Gift was continued for 1931.

This week's issue of JOHN BULL could be filled over and over again with letters received from delighted readers in praise of our Insurance. Thousands tell friends and neighbours how JOHN BULL came to their rescue through 1930. Thousands are facing the New Year in a far happier frame of mind thanks to a timely cheque from JOHN BULL.

Against Fire, Storm, Flood, Sickness, Accident, "John Bull" Covers You Free.

"TELLING THE WORLD."
I thank you heartily for the kind and libes l treatment. I shall tell my friends and anyone else of the way in which I have been treated.—R. ALFORD, Broughton Ferry, Sea Rd., Boscombe.

"SETTING THE EXAMPLE."
The value of your insurance is well illustrated in my case as *I had only been registered for a few days* before the damage occurred. Your desire to pay has been apparent from the first. Your conduct is an example to many insurance companies.—J. STUART COCHRAN, Thornton Place, Dingle, Liverpool.

"A REAL HEART."
You have been more than generous. Thank you too for the courteous manner in which you have dealt with my case. I can testify that JOHN BULL has *a real heart!*.—A. F. CLEMENT, 107, Exeter Road, Sherwood Rise, Nottingham.

CUT HERE

JOHN BULL
Hand this Coupon to your Newsagent.

To (Name of Newsagent) .....
Address .....
.....
Please deliver or reserve JOHN BULL for me weekly until further notice.
Signature .....
Address .....
Date .....
PLEASE WRITE CLEARLY.
J.B., 10/1/31.

Post this Coupon to
"John Bull" Registration Department, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

.....
Reader's Signature.
Age .....
Address .....
.....
.....
Name and Address of Newsagent .....
.....
..... Date .....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return. PLEASE WRITE CLEARLY. [J.B., 10/1/31.

John Bull's SENSATIONAL GIFT

Final Closing Date JAN. 31

See Page 36.

SHOWING THIS WEEK ONLY! ENTER BY SATURDAY, JANUARY 17

ACT NOW FOR THIS SUPER PRIZE!

CTURE yourself as the £950 winner in this first record-breaking contest of 1931! Even Chevalier himself has never received for a few minutes' work such a staggering reward as may be yours if you act quickly.

Devote a little of your leisure this evening to the amusing task of making *Bullets*; you will quickly realise what an engrossing pastime it is, and you realise £950 as well!

To make a *Bullet*, add any TWO, THREE or FOUR WORDS of apt and final comment to one of the *Examples* given. As a specimen, suppose you take the *Example* DUST AND DIRT, by adding the words "SWEPT AWAY"—gives a typical *Bullet* is completed.

Study the *Bullets* below, all of which have won big prizes. Then go to it with your own, remembering that only if your entry is received by Saturday, January 17, can you win that £950.

• • •

WHEN you have completed your entry, take another step towards placing your name on a big *Bullets* cheque.

Below the coupons on this page we make an offer of free weekly help to every would-be prize-winner. Accept it and you will have something to look forward to every Thursday for weeks to come.

PRIZES VALUE OVER £2,775 AWARDED!

FIRST PRIZE OF £1,500, COMPETITION No. 785:

Miss K. G. Wilson, Dedham, nr. Colchester, Essex.
Example:—ALONG LIFE'S RIVER
Bullet:—TOGETHER — "CROSSING BAR," ALONE.

SECOND PRIZE OF £100:

Sumner, 13, Bramley Avenue, Fleetwood, Lancs.
ple:—Women Say
:—"Equality!"—Dame Nature Didn't.

THIRD PRIZE OF £50:

C. Bolton, Dalewood, Westfield Road, Wyke, Yorks.
ple:—To Make Ends Meet
:—"Serpent" Says It's Easy.

RADIO GRAMOPHONE (AND £2 CHEQUE) WINNERS:

RODWELL, 45, Hastings Road, Addiabe, East Croydon.
ng The Cat—Two "Beasts" Feeling ore."

RY, 3a, Evering Road, Stoke Newington, N.
And Fewer—"Ifs," "Buts"—Then, haps.

AE, 60, Picardy Road, Belvedere.
d His Goose—When She *Lowered* Gas.

ATHERHEAD, 83, Royal Avenue, Bel-

g Things Worse—Hump—Make Things n!

tered on "Target" Prize Coupon.)

WOOD, 99, Whitfield Street, Fitzroy are, London, W.
ng Her—Requirements, I Require t!

WINNERS OF WIRELESS SETS:

ROWN, 55, Erskine Hill, London, N.W.
ing The Road—Whereas Menu Said lleted."

"BULLETS" RULES..

e First Prize will be awarded for what opinion of the judges in consultation e Editor is the best Bullet received other prizes in order of merit, the g cleverness, aptness and originality. tor undertakes that every Bullet reshall have careful consideration by a nt staff of qualified judges.

ly two attempts may be written on upon, and a postal order must be at the rate of 6d. for each coupon e of. This must be made payable to rr and crossed & Co. Competitors ite their names and addresses and the sending the order on the back of the rder, the number of which must be ted on each coupon submitted. must not be mutilated.

Editor's decision on any matter of arising in connection with this conmust be accepted as final and legally in all respects, and acceptance of this n express condition of entry.

ees of Odhams Press and their are not eligible to compete.

W. GRINDLEY, 45, York Street, Hanley.
Power Of The Purse—"Electric"—Sonny Became "Hare."

R. E. HARRIS, Luny House, Teign Street, Teignmouth.
Hungering For A Job—Give "Slice" Of Land.

T. HOLMES, 61, Sunbeam Road, Liverpool.
Cooked His Goose—Audience—And Provided Vegetables.
(Entered on "Target" Prize Coupon.)

F. PALMER, 118, Cobden Avenue, Peterborough.
Army Of Youth—Dinned "Don'ts" Don't Daunt.

W. E. SHUFFLEBOTHAM, Caledon, Lon Masarn, Ty Coch, Swansea.
At Cross Purposes—Ancient "Acts"—Modern Actions.

G. SILK, 4, Fleming Street, Riccarton, Kilmarnock, N.B.
Things Were Better When—"Grim Reaper" Hadn't Machinery.

W. C. SKINNER, 31, Lynton Road, Acton, W.
Along Life's River—"Submerged Tenth" Left *Stranded*.

B. THOMAS, 53, Shakerley Road, Tyldesley.
Ended The Matter—"Month!" Until *That* Ended.

S. TUPPENNEY, 29, Wincheomb Gardens, Eltham, S.E.
Sound Policy—Testing "Vision," State's "Drivers."

A list of winners of 15 Gramophones, 20 Cutlery Canteens, 50 Bales of Bedding, 100 Clocks, 300 7s. 6d. Volumes, and 1,000 of 2s. 6d. can be seen at these offices.

ALL WINNERS HAVE BEEN NOTIFIED.

"Examples" for "Bullets" No. 789.

Tip For Snowden—Now He's Famous—Meeting The Difficulty—All Round Her—If We're Taxed Any More—Suits Father—Coming—Tired Wife—Safe Investment—Without Warning—More Satisfactory—Smiling Bravely—What I Find—Clutching At A Straw—In Everyday Life—A Long Way—Getting: Pulled Up—Revealing—When She Can—The Next Problem—Kept Under—The Second Time—Chapter Of Accidents—Held Up To Ridicule—Flame Of Life—Neglecting His Duty—Smart Detective—Unwillingly—Done—Mighty Queer—Sailing Into Work—When Cars Cost £10.

(Closing Saturday, January 24.)

Examples for "Bullets" Competition No. 788

ANOTHER GOVERNMENT	RIGHT THROUGH	IN SUNNY SPAIN
DUST AND DIRT	SAD SALESMAN	A SICK MAN
OPEN ON SUNDAY	SUPPRESSED	OBSOLETE
HIS RECORD	DESPITE ALL PROTESTS	GIVING
NOT MUCH	FREE FROM WORRY	UNLESS THINGS IMPROVE
KEEP COOL AND	IN THE WRONG	WHY SHE WAS COLD
LOST IN THE RUSH	THROWING UP THE SPONGE	FOR CASH
FOR THE BEST	IT MAY BE THAT	AFTER THE MOTORIST
SPREADING	SUDDENLY REMEMBERED	HALF-HEARTEDLY
GIRL I HATE	A SQUARE DEAL	TREMBLING IN THE BALANCE
HEAD OF THE FIRM	IN LIFE'S GAMBLE	

Example _____ Bullet _____ Closing SAT. Jan. 17

Example _____ Bullet _____

(788) P.O. No. _____ I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 1 Coupon, send P.O. for 6d.

Signed _____ Address _____

"Bullets" must consist of Two, Three or Four Words.

Example _____ Bullet _____ Closing SAT. Jan. 17

Example _____ Bullet _____

(788) P.O. No. _____ I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupons, send P.O. for 1s.

Signed _____ Address _____

Cut out each Coupon separately.

Example _____ Bullet _____ Closing SAT. Jan. 17

Example _____ Bullet _____

(788) P.O. No. _____ I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s. 6d.

Signed _____ Address _____

Enter your full name and address on each coupon

Example _____ Bullet _____ Closing SAT. Jan. 17

Example _____ Bullet _____

(788) P.O. No. _____ I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s.

Signed _____ Address _____

If you wish to send in further "Bullets" you can write them on plain paper.

Address Coupons: "Bullets" No. 788, "John Bull," Long Acre, London, W.C.2 (Comp.)

Have you seen the 1931 *Bullets Bulletin?* Our free weekly help for would-be winners, now brighter and better than ever, can be yours every Thursday. Penny postcard brings specimen copy. Better still, make sure of the next twelve issues by sending crossed P.O. 6d. (to cover postage) made payable to JOHN BULL. Address: "Bulletin" Department, Odhams Press Ltd., 19, Short's Gardens, London, W.C.2.

SPECIAL NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the three chief prizes in Competition No. 788 usually purchase "John Bull."

'ASPRO'

TABLETS WILL SMASH A COLD OR 'FLU IN ONE NIGHT

TRY 'ASPRO' WITH HOT LEMON OR WHISKY

You needn't get a cold or Influenza—because two or three 'ASPRO' tablets with a HOT lemon drink or whisky will smash up a cold or 'flu attack in one night. All the weakening "gone at the knees"—feverish—aching and sniffling sensations will go with it too. The Scientific Reason for its success in this is because 'ASPRO' is firstly an Anti-Pyretic or Fever Reducer, and secondly when ingested in the system it is a powerful Internal Antiseptic and Germicide.

HERE IS PROOF

'ASPRO' DOES NOT DOPE DEADEN OR DRUG

FOOTBALLER'S BAD COLD GOES IN TIME FOR MATCH

45, Edward Terrace, Hill Road, Deal, Kent.

Dear Sirs,

On Saturday last whilst playing football I caught a very bad cold, and on Wednesday was to be playing again, but on Tuesday when I came home from work I was a complete wreck and thought it impossible to play the following day and was very disappointed because it was a cup-tie, so I got my mother to fetch me a box of 'ASPRO' and took two tablets with a warm drink before going to bed. The next morning I got up and felt a new man, and thanks to 'ASPRO' I took the field in the afternoon as fit as anyone, and in the future shall never be without a box of 'ASPRO.' They easily got supreme as cup-winner dubbed in the shade, and without doubt I shall recommend them to all my friends.

I am, Yours faithfully,
R. THACKER.

FIRST AID for MOTHERS

Most children are subject to Toothache, Earache, Colds and sudden bursts of Temperature. 'ASPRO' can be safely given to children so affected. It will soothe the pain away and quickly reduce Temperature.

HOW TO GIVE 'ASPRO' TO THE KIDDIES

Two simple methods of giving 'ASPRO' to the kiddies are: (a) with a little milk: or (b) break the tablet up and administer in a teaspoonful of jam. The dose is: children under 2 to 5 years, ½ tablet; 5 to 12 years, ¾ to 1 tablet; 12 to 16 years, 1 tablet. 'ASPRO' like any other medicine should not be given to babies under 3 years of age without medical advice.

'ASPRO' ATTACKS RHEUMATIC CAUSE

READ THIS LETTER, RELIEF IN ONE NIGHT

'ASPRO' GIVES PERMANENT RELIEF FOR RHEUMATISM

Never in the history of medicine has a remedy given such wonderful, universal and quick results for Rheumatic Attacks as 'Aspro.' It acts like a charm, dispelling the pain, and leaving in its place a wonderful feeling of exhilaration. 'ASPRO' stops pain in five minutes. It creates no craving, nausea, nor harmful after-effects. A CHILD CAN TAKE IT.

19, Briar Avenue, Oldham.

Dear Sir,

I really must congratulate you upon your wonderful product 'ASPRO,' which as a remedy for rheumatism stands alone. I have been a chronic sufferer for years, during which period I have tried practically every known remedy, but beyond getting a little relief for an occasional hour or so, I experienced no appreciable result until I was advised by a friend to give your tablets a trial. This I did, and the first packet convinced me that I was in possession of something quite out of the ordinary. I continued the treatment and have had in all four packets, and I can truly say that I not only found relief, but permanent relief 'ASPRO' is indeed a sure and safe remedy, and I cannot recommend it in a too emphatic manner. It is all you claim for it and more.

Yours truly,
(Signed) Mr. H. GUNN.

ASPRO REG. TRADE MARK

3D. . 6D. . 1/3 . 2/6

PER PACKET.

The cheapest way to buy 'ASPRO' is the 2/6 packet. It contains 60 tablets, equivalent to 3/- worth of 'ASPRO' for 2/6

'ASPRO' consists of the purest Acetyl Salicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority.

Agents: GOLLIN & CO. PTY. LTD.
('Aspro' Dept) SLOUGH, BUCKS. *Telephone: Slough 608.*

No proprietary right is claimed in the method of manufacture or the formula.

Made by ASPRO LTD., SLOUGH, BUCKS.

TRY 'ASPRO' FOR

INFLUENZA
HEADACHES
SLEEPLESSNESS
NEURALGIA
SCIATICA
GOUT
COLDS
LUMBAGO
IRRITABILITY
NEURITIS
HAY FEVER
NERVE SHOCK
RHEUMATISM
ALCOHOLIC AFTER-EFFECTS
PAINS PECULIAR TO WOMEN
MALARIA

ALL LEADING CHEMISTS AND STORES, INCLUDING BOOTS, TAYLORS TIMOTHY WHITES, NEEDHAMS, SQUIRES, Etc., STOCK & DISPLAY 'ASPRO'

Sensational Gift Offer closes Jan 31

"THE LAST WORD."

". . . The Pen writes like velvet; the propelling pencil is splendid; the razor the last word . . ."

Mr. H. SOUTHERN, 92, Hornby Street, Wigan.

"WORTH THREE TIMES THE PRICE."

". . . I say that your three gifts are worth three times as much as priced. The pen is as good as a 21s. pen . . ."

Mr. W. WOOD, High Street, Easingwold, nr. York.

"ASTOUNDING."

". . . Many thanks for the fine Christmas Gift. It is astounding, and far exceeds my expectations. I am delighted . . ."

Mr. R. E. G. SLADE, 9, Alexandra Terrace, Marlborough.

"BEYOND EXPECTATION."

". . . I feel it my bounden duty to say that I am much more than satisfied. The Gifts have far surpassed my expectations . . ."

Mr. A. MINCHER, 32, Third Avenue, Low Hill, Wolverhampton.

John Bull's YOUR LAST CHANCE Gift to You

One Shilling Gift Voucher

This Gift Voucher will be accepted as One Shilling in part payment of the famous "John Bull" Lever Filler 5/- Pen (guaranteed for five years). Only one voucher will be accepted in part payment for each pen. Available only until January 31st, 1931.

Cut out the Shilling Gift Voucher, attach it to Coupon below and post at once.

Pen and Pencil are packed in an attractive presentation box. Name engraved in gold on Pen, 6d. extra.

What John Bull Offers you FREE!

(1) A 1/- GIFT VOUCHER, which will be accepted as One Shilling in part payment of the famous 5/- Lever Filler "John Bull" Pen fitted with solid 14-carat gold nib, iridium tipped. A 5 years' written guarantee sent with each pen. Universally admitted to be worth 15/-.

(2) A 24-CARAT GOLD-PLATED GILLETTE RAZOR of the very latest pattern, "the greatest shaving improvement in 28 years." The blade, like the razor, is of an entirely new pattern, made of processed steel which resists rust. Packed in handsome and compact metal case.

(3) A 3/6 "EVER-POINTED PENCIL of an entirely new design. The lovely colour accentuate the dazzling brilliance of the gold-plated mounting. Unscrew the base and you will find rubber and refills at your service. A clip just gives the finishing touch.

"JOHN BULL'S" GIFT COUPON

To "JOHN BULL" PEN DEPT., 27, Floral Street, London, W.C.2.

I enclose "JOHN BULL'S" GIFT VOUCHER, value 1/-, which please accept in part payment of the famous 5/- "JOHN BULL" PEN. This also entitles me to the Free Presentation Razor Set and 3/6 "Everpointed" Pencil. I enclose Postal Order for 4/-, plus 6d. to cover postage, packing and insurance, making 4/6 in all.

NAME .....

ADDRESS .....

Pocket Clip for Pen 3d. extra. Tube of Pencil Refills 2d.

Fine, medium, broad nib (cross out grades not required). Your name engraved in gold on Pen, 6d. extra. Write in CAPITALS name or initials desired.

(9) Cross cheque/p.o. "& Co.," and make payable to "John Bull." J.B., 10/1/31.

Printed and Published Weekly by the Proprietors, ODHAMS PRESS LTD., Long Acre, London, W.C.2, England. Registered at the G.P.O. as a Newspaper. Post free, Inland and Canada, 13s. per annum; all other parts of the world 15s. 2d. per annum. Registered for transmission by Canadian Magazine Post. Agencies for the Colonies: Gordon & Gotch, Ltd., Australia & New Zealand. For South Africa: Central News Agency, Ltd. Sole Agents for Canada: Canadian Wholesale Newsdealers' Association, Ltd. For America: International News Co., 131, Varick Street, New York, U.S.A. Also on sale at W. H. Smith & Son, Ltd.'s Bookshops at 73, Marche-aux-Herbes, Bruxelles, and 246, Rue de Rivoli, Paris, and Messageries Dawson, 13, Rue Albouy, Paris.